



Academic Year 2025-2026
Workshop Syllabus
ENTREPRENEURSHIP & BLOCKCHAIN
Nº OF SESSIONS: 8 for 16 hours
Lecturer
Dr LORENZO ALIBRANDI – Dr MICHELE FAVILLA

Course Description

This course aims to provide students with a solid understanding of the internal and external factors that shape an organization's ability to create value. Students will be familiarized with tools to analyze industries, sectors, competitive advantages, firm resources, and competitive positioning, both on the individual business and the corporate level.

Particular attention will be put on the Blockchain and Crypto sector.

The course strives to instill a digital strategic mindset that will enable students to go beyond a simple application of tools and enhance their own strategic decision making. The sessions will rely intensively on the case method. Through the discussion of the different organizations described in the case studies, students will be able to develop analytical, critical thinking from a practical perspective.

Learn how to recognize and evaluate new venture opportunities. Understanding both the entrepreneur's as well as the investor's perspective; Understand the issues faced by entrepreneurs when starting a venture, as well as acquire some of the fundamental skills and tools required for embarking on a new venture - Understand the nature and purpose of a business plan in the context of new ventures, and be able to write, articulate and present a business plan.

"Knowing is not enough; we must apply. Willing is not enough; we must do" – Johan Wolfgang von Goethe

Teaching Method

Students will attend lectures, followed by class team projects to give participants the opportunity of actively creating an original startup presentation. Discussion sessions during lectures are expected to exchange views on specific topics. A daily program will be circulated a couple of weeks before the course. It is advised for every student to bring their laptop.

Schedule of Topics

Topic 1	The concept of strategy: Evaluate business opportunities
Topic 2	The importance of a great Team
Topic 3	Differentiation: Cheaper, Better, Faster
Topic 4	Value Creation: Business Model and its impact on Competitive Advantage.
Topic 5	Fundraising strategies & Valuations: Crowdfunding, F&F, Angel Investors, VC Funds
Topic 6	Introduction to Blockchain
Topic 7	Whitepaper
Topic 8	Is Blockchain mandatory?
Topic 9	DAOs, DeFi and ICOs
Topic 10	Web 3

Suggested Readings (not mandatory)

Peter Thiel – Zero To One; Eric Ries – Lean Startup; The Cold Start Problem – Andrew Chen;

Angel - Jason Calacanis

Bitcoin Whitepaper – Satoshi Nakamoto.

Contact

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