



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA

TACC

Training for Automotive
Companies Creation

Start and Run Your Business Project





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CONCEPT

The University of Modena and Reggio Emilia initiates an innovative Entrepreneurship training programme specific to the automotive industry, TACC - Training for Automotive Companies Creation. The project, at its first edition, lies within the International Academy for Advanced Technologies in High-Performance Vehicles and Engines of UNIMORE. TACC is an integral part of AUTOMOTIVE INNOVATION HUB, the center born in 2017 to experience the trends driving the transformation of the car world: electric car, connectivity, self-driving car and new forms of mobility.

"A revolution is going on in the automotive sector - perhaps the biggest in car history - that is changing the way of designing, producing and selling cars. But there is more: digital revolution is also affecting the way customers interact with the vehicle and the very concept of mobility." In 2030, in the world's major metropolitan areas, 30% of the new cars sold could be electric, 15% self-driving and 10% used in share"(cf. McKinsey & Company Italy, December 2016).

TACC fits in this fast-changing environment, characterized by a strong technological component. A two-year training course, unique in the Italian academic world, for those who want to understand, study but above all, to engage in entrepreneurship and innovation in the automotive field.

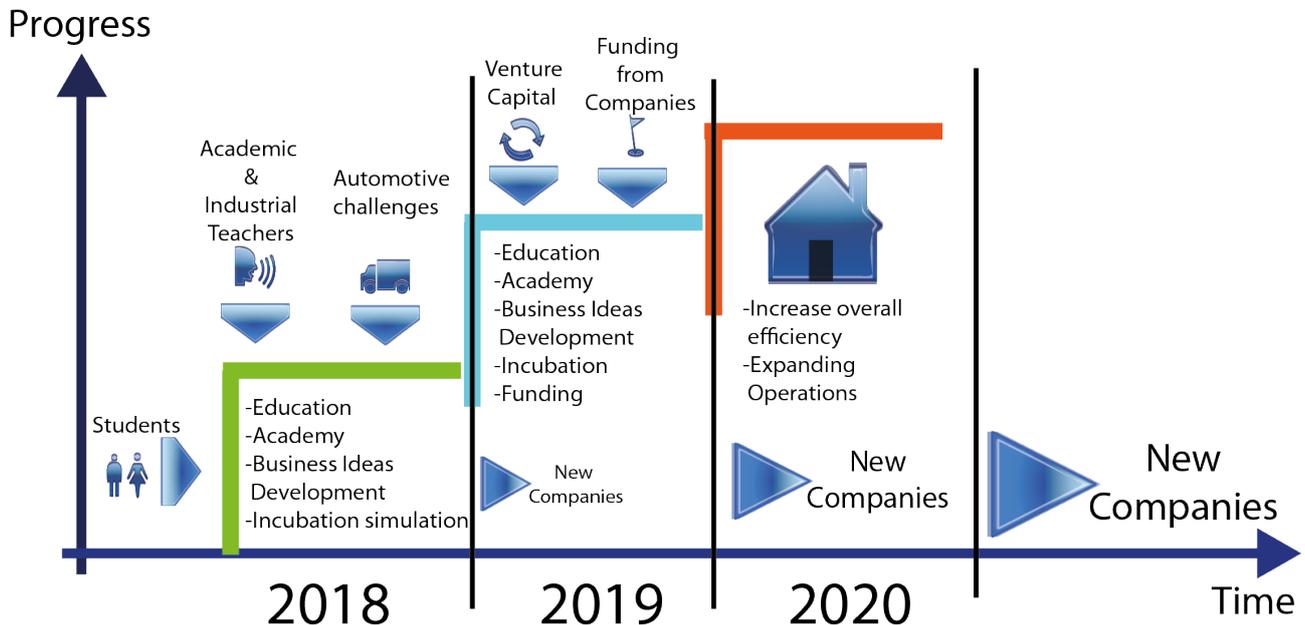
IMPACT

TACC aims to promote the development of entrepreneurial attitudes and skills and trains students in the culture of innovation and enterprise. It provides the opportunity to learn theories, methods, and key tools to handle any challenge that an automotive company can meet: from product development to market definition, the exploration of financing opportunities, the articulation of creative processes, the design and adoption of a new business model. In addition, through mentoring, incubation and prototyping, participants will develop analytical and strategic skills needed to create new business realities, to fuel the supply chain of innovative products and services into the Motorvalley, ecosystem which is unique in the world. The aim of the initiative is, on the one hand, cultural, on the other, local, by having an impact on the territory, resulting from a new entrepreneurship in the automotive field.

In the first edition (2018), the cultural aspect will be developed by activating two courses (TACC1 and TACC2) as part of the Academy's initiatives. Not only will this allow to refine the training course, but it will also be the first test bench to aggregate all the components (Businesses, Business Angel, Venture, etc.) needed to ensure the effective realization of entrepreneurial ideas as a result of the process. Obviously, this will not prevent the emergence of new companies from the very beginning, based on particularly convincing and immediately interesting entrepreneurial ideas for the project partners. In the second edition (2019), a systematic approach will be structured and all the tools needed to create a business will be developed. This will optimize the number of business ideas converted into successful businesses. The consolidation of the initiative in all its parts is foreseen for the third edition (2020).



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PARTNERS

The project promoters are UNIMORE and AVL, the largest private research and development company in the world - besides simulation and testing - of propulsion systems, from internal combustion engines to electric motors. Some major automotive companies are industrial partners and co-promoters of the program. The project also benefits of the collaboration of institutional partners that can provide an organizational as well as promotional contribution.

TARGET

Motivated students to realizing themselves as an entrepreneur, who can't wait to take over the family business. Those who want to acquire transversal skills for the development of the spirit of enterprise, to come up with an entrepreneurial idea, creating a start-up in the automotive field.

The automotive area usually is an industry that seeks and welcomes talents of all kinds and enhances the interdisciplinary context: from engineering to communication, from economics to social sciences, from design to corporate organization, from case law to marketing, from computer science to chemistry and psychology.

TACC is open to PhD students, students of Master's Degree and 5-year combined Bachelor's/Master's degree. Participation is conditioned by the outcome of a business appraisal test.

PROGRAM

The program includes lessons - which are in English - with the involvement of managers, participation in national and international fairs, workshops corporate visits, supplementary seminars, prototyping, design and validation sessions for their start-up project. Academically the TACC Training for Automotive Companies Creation program is divided into two courses: TACC1 (second semester at 2017/2018) and TACC2 (first semester 2018/2019). Each project stage comprises 120 hours and in addition to classes (up to a maximum of 72 hours)



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it offers extra activities like workshops, company visits, group work, etc. to enrich the students' skills and enhance their participation. The main contents are:

TACC 1 March| June 2018

What is a "start-up"?
Leadership & Team Empowerment
Market & Marketing Strategies
Scaling a start-up
Customer Development Process

Business Model Creation
The Lean Start-up Approach
Product Development
Finance for new ventures
Design, Prototyping

TACC 2 October| December 2018

The creative process: vision & ideas
Business Planning
Team & Organization
The relevance of problems & solutions
Brand & Positioning, Marketing & Sales
Business incubation
Testing, Validation

Bootstrapping vs Fundraising
The art of pitching
Revenue Models
Legal Aspects & Intellectual Property
Team working, Mentoring
Implementation

PROJECT WORK

The Output of the training will be a Business Case for the creation of a start-up. Students will develop it with the supervision and support of teachers and business associates.

CREDITS

Students enrolled at the University of Modena and Reggio Emilia will receive academic credits in the course of the "Student's choice activities" or "Further training activities" provided by the Courses of study. Credit allocation is conditional upon participation in 80% of the lessons, in the session pitch at the end of the semester and after evaluation by the Commission of the final project work.