

MASTER IN
**INTERNATIONAL
BUSINESS CREATION**



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01 PROBLEM & SOLUTION



The problem

To build or work in a venture while studying, should not be an impossible mission.

To build your own startup or work while pursuing your studies can seem like an impossible mission. Trying to do both at the same time can put your grades, work, or health at risk and it's not sustainable. With a lot of non-practical classes, busy schedules, and group works, it can be challenging to find the time and resources to pursue your entrepreneurial goals or gain experience.

20%

Of 500 top founders launched while studying

Launch while studying like Mark Zuckerberg, Bill Gates, or Elon Musk but with time and support.

The Solution

The first Master's where you can work full-time.

Embark on a transformative academic journey, beginning in the United States and continuing in Europe at the University of Genoa. Upon completion, you'll earn a Master's of 60 ECTs from UniGe, bolstered by Georgetown University's esteemed contribution. Seamlessly transition between European and American educational systems, gaining recognition in both continents. Secure funding for your startup or gain industry exposure with scaleups or venture capital firms across the US and EU. With a curriculum blending theory and practice, you'll emerge ready to excel in the startup world.

2 Universities

Best universities in USA & Europe



Bloomberg MBA Ranking

#1 World's most innovative & creative graduates



Censis ranking of Italian universities

#1 Engineering in Italy

100 Mentors

Working in world's best companies



80 Investors

+\$100B under management



Our learning philosophy

New world require new way to create solution and collaborations. We empower you to become



Some our statistics

20%

of 500 top founders launched while studying.

93%

Georgetown MiM students received a job offer, Class 2022.

75%

Of our students raised funding

\$7.5 B

raised by Genoa ES mentors who are founders.

Develop your startup idea

Join our Genoa ES Master's program with your startup idea and develop it over the course of the academic year. With personalized attention and support from our experienced professors and mentors, you'll receive the guidance needed to turn your idea into a successful business venture.

Find the right idea to start up

You have a passion for entrepreneurship but don't have an idea yet? Join our program and get inspired by great industry leaders, like-minded students, and real-world problems. From ideation to execution, we'll be with you every step of the way to ensure your success. Don't worry, you can change your idea at any time.

Gain experience in a VC or scale up

Are you looking to gain more experience before starting your own venture? Do you dream of being part of or creating an impactful venture capital firm? Our program goes beyond the classroom, offering resources for practical learning. With a surplus of mentors, you'll have access to their vast network and valuable connections. This exceptional opportunity allows you to work in your preferred scale-up or venture capital firm while pursuing your Master's degree.



Industry and role specific 1:1 sessions with mentors available every day.



Take time to ideate, test and fail risk free. No start up needed to graduate.



Co found with another student with complementary skills or work alone.



Spend 1/3 of the class hours with professors, 2/3 with mentors.



02 WHERE WILL YOU STUDY

Second semester - Genoa University - Europe



2ND SEMESTER - 4 MONTHS - GENOA, EUROPE

GENOA UNIVERSITY



Università
di Genova

Established in 1481, the University of Genoa (UniGe) is one of the largest and best STEM-oriented universities in Italy. It has a strong entrepreneurial mindset and understands how difficult it is to build a successful venture and the necessary steps to achieve it.

#1

Engineering

Censis ranking of Italian universities

UniGE

#5

Design

Education Around - Italy

UniGE

1ST SEMESTER - 4 MONTHS - WASHINGTON, D.C., USA

GEORGETOWN UNIVERSITY



Established in 1789 to educate the leaders of a new nation, Georgetown University is today one of the world's leading academic and research institutions, located at the center of global politics and business in Washington, D.C. As a result, Georgetown continues to be a destination of choice for presidents, legislators, CEOs, philanthropists, and entrepreneurs.

#1

world's most innovative & creative graduates

Bloomberg MBA Ranking

Georgetown

#3

Graduates with exceptional entrepreneurial skills & drive.

Bloomberg MBA Ranking

Georgetown

#4

International law

US News ranking

Georgetown



Here is how your journey looks like

JOURNEY STARTS HERE !

01.



Find your idea in Genoa

Explore evidence-based entrepreneurship, business models, design thinking, and leadership essentials.

02.



Learn your startup theory in Washington D.C

Opening week and getting to know your classmates and maybe future co founders. Practical course and work focused.

03.



Talk With the Best Founders in Silicon Valley

Connect with industry leaders and influencers in Silicon Valley's vibrant tech scene.

04.



Experience NewYork's Thriving Startup scene

We experience and Learn Unique style of entrepreneurship, business and design

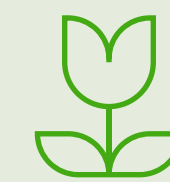
05.



Pitch to US investors

Compete for a chance to win exciting prizes and gain recognition for your innovative ideas.

06.



Build & grow in Genoa

Having private & personalized 1 on 1 with mentors dedicated to your needs and growth

07.



Final Demo day

Presenting your idea to potential investors and a chance to win €10K

RECEIVE YOUR MASTER'S DEGREE AND 1 YEAR OF FREE OFFICE AND JOIN THE NETWORK

03 PROGRAM STRUCTURE



Your journey in the USA



Bloomberg MBA Ranking
#1 World's most innovative & creative graduates



Learn startup theory in D.C.

1 month

You will be equipped with the financial knowledge required for successful startups or VCs like funding, cash flow, and public markets.



Network in Silicon Valley

1 month

You'll learn effective go-to-market techniques and forecasting, funnel optimization, communication strategies, to enter or expand in the US.



Gain practical experience in New York

1 month

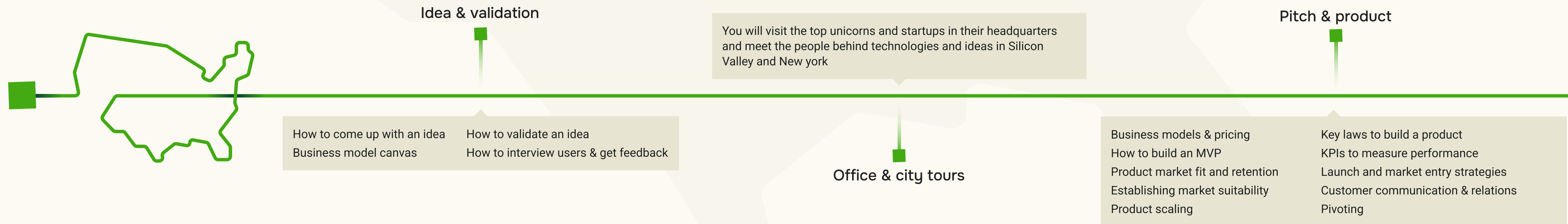
You'll learn legal aspects like company creation, IP, contracts, employment and licensing, so you are ready to operate internationally with confidence.



Pitch in D.C.

9 hours

You'll learn how to validate business ideas through market research and feedback. Moreover you'll understand how to build a strong team, identify key roles at each company stage, and how to motivate your team.



Your journey in Europe



Build in Genoa

18 hours

You will learn about the legal and fiscal aspects of each European country, enabling you to understand where to operate and the pros and cons of each area. You will be equipped to navigate any market.



Grow in Genoa

9 hours

Students learn record-keeping and financial analysis, which helps them make informed financial decisions and manage their business finances effectively.



Pitch and graduate in Genoa

9 hours

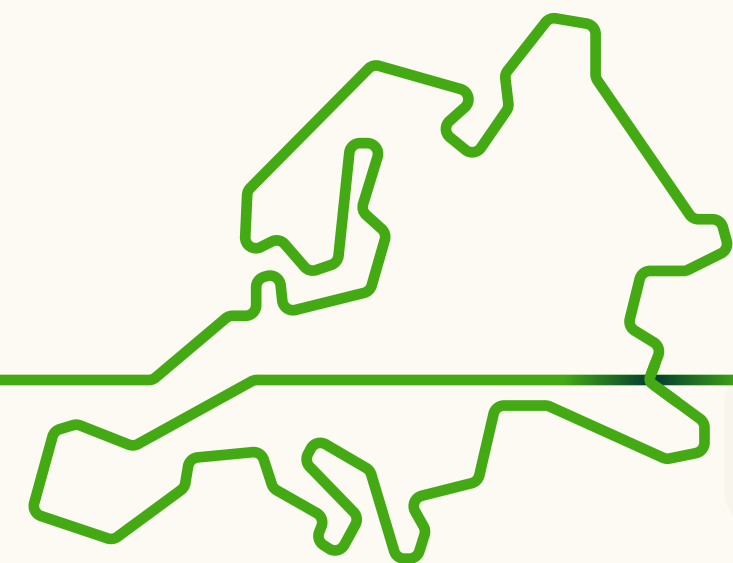
This course covers EU business essentials such as international trade, cultural differences, and growth strategies specific to each European market, allowing you to grow fast in any country.



Free office for a year

9 hours

By the end of the course, you will gain practical experience with commonly used information system tools and technologies such as SQL, Python, and Linux. You will be equipped with the necessary skills to effectively design, implement, and manage information systems.



Fundraising fundamentals
 How modern startups raise
 Pitching to investors best practices
 Equity, convertible notes, safes, and dilution

Effective investor pitch components
 Fundraising tips and tricks
 Metrics used by investors to evaluate startups?
 Investor call simulation

Fundraising

Raising a team & management

How to find and choose a co-founder
 Defining responsibilities within the team
 Equity among employees, founders and advisors
 Remote team management

Company culture
 How to attract and recruit talent
 Creating a product led start up

Demo day

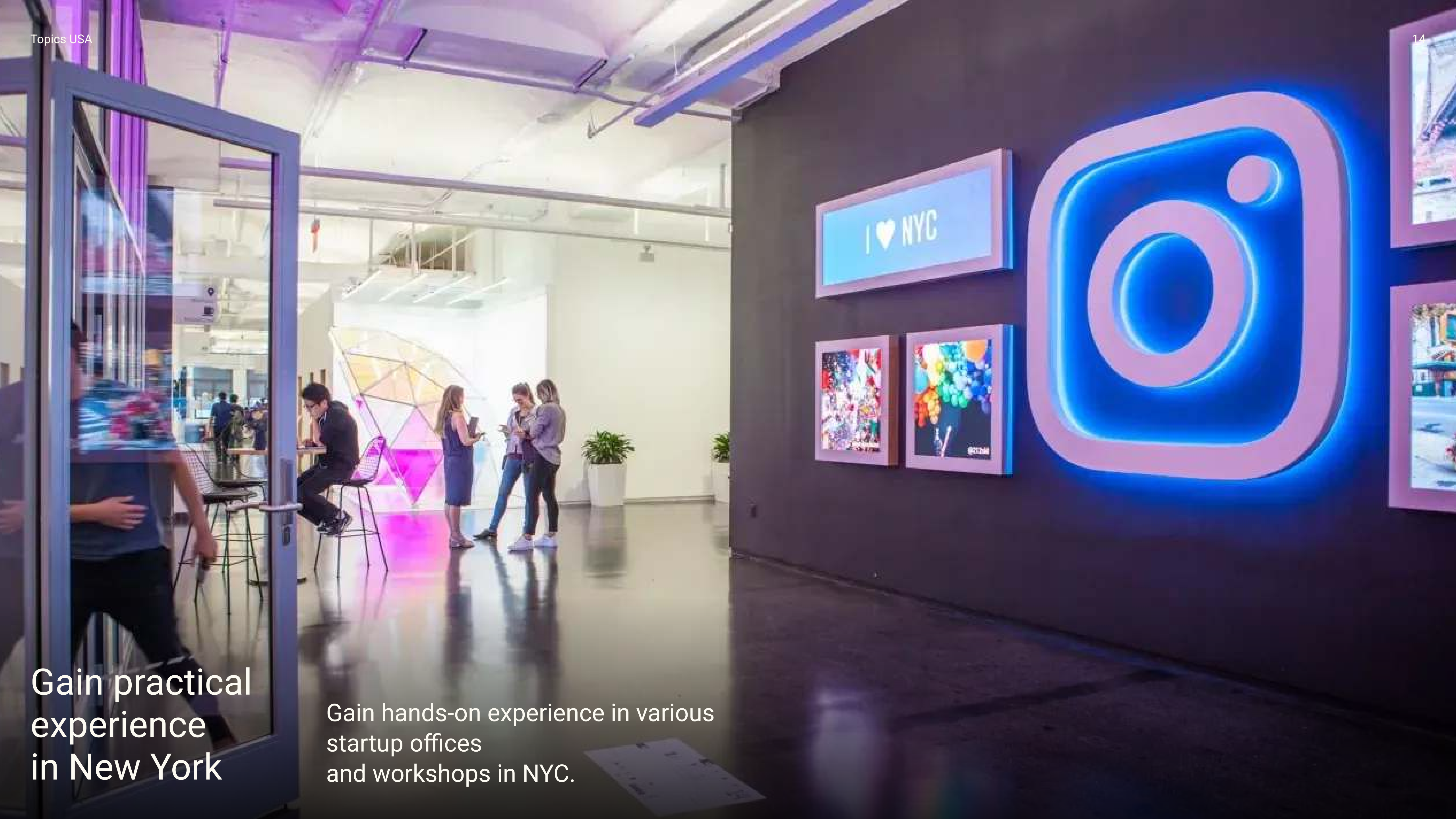


YOUR JOURNEY TO BECOME AN ENTREPRENEUR

Learn startup
theory in
Washington,
D.C.

Explore evidence-based entrepreneurship,
business models, design thinking, and
leadership essentials.





Gain practical
experience
in New York

Gain hands-on experience in various
startup offices
and workshops in NYC.

TESLA



**Network
with the best
in Silicon Valley**

Connect with industry leaders and influencers in Silicon Valley's vibrant tech scene.



**Build and grow
your startups in
Genoa**

Develop skills in financial planning, market research, taxation, and tech integration.



Pitch and
graduate at the
same time
in Genoa

Present your journey, pitch to investors,
and graduate with your degree in Genoa.

We have worked with mentors from Some of the many companies our mentors worked for

Google



TESLA

Microsoft

ORACLE

stripe



grammarly





Skyscanner

Pinterest


Talis


YOUNITED




RIPPLING™ 


Prasanna Sankar
Co-Founder of Rippling.com -
(\$11.3 bln valuation)




Google 


Alessandro Cannas
Product Manager at Google -
(1.65 trillion valuation)




onetrust 


Guido Torrini
CFO at OneTrust -
(\$5 bln valuation)




sunnova 


John Berger
Founder & CEO Sunnova Energy -
(\$1.5 bln valuation)




grammarly 


Bei Zhang
Marketing Head A. at Grammarly -
(\$13 bln valuation)



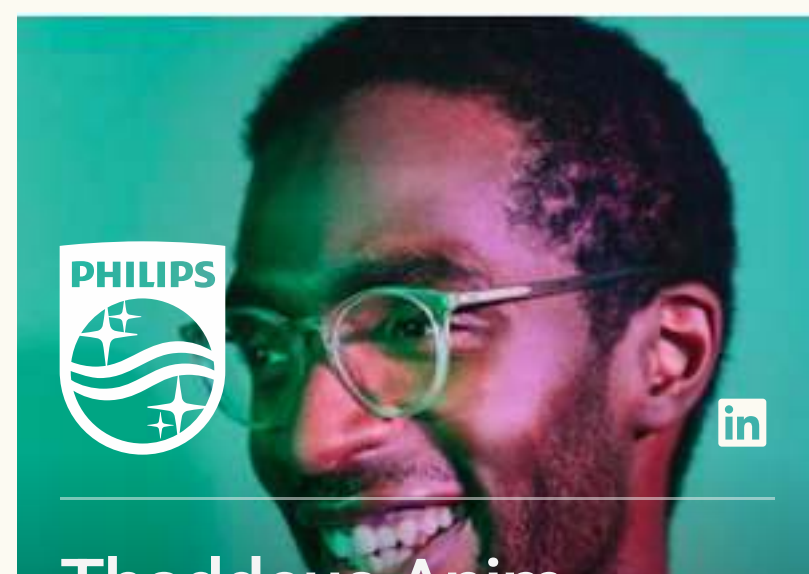
TESLA 


Andrea Esposito
Program Manager at Tesla -
(\$738 bln valuation)



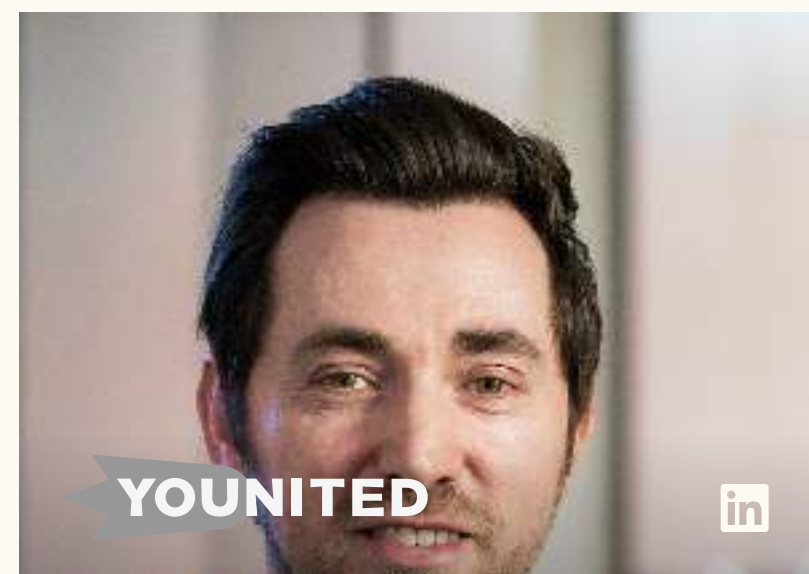
Stepful 


Edoardo Serra
Co-founder and CTO at Stepful -
(\$100 mln valuation)




PHILIPS 


Thaddeus Anim-Somuah
Global Se. Ma. Sustainability -
(\$19 bln valuation)




YOUNITED 


Francois de Bodinat
CPO at Younited -
(\$1.3 bln valuation)



TINKA 

Geoff Heddle
CDO at Tinka - (Former CPO at
Cinch 5 bln valuation)



Metyis 

Francisco Ruiz
Partner - Head of Energy & Utilities
at Metyis



vmware®
by Broadcom 

Vittorio Viareng
VP Cross-Cloud at VMware -
(\$85 bln valuation)

Our network of investors

80 investors with +100\$ billion under management joined our demo day

SEQUOIA 

anthemis


Molten

 **WORLD FUND**

 **EARLY BIRD**

GFC

A C T O N

 **red alpine** | Empowering Game Changers

Talis

hoxton ventures

 **b to v**

XAnge
Siparex Group



SEQUOIA  

Douglas Leone
Global Managing Partner at Sequoia
(\$88 bln under management)



Salomon Aiach
Co Founder & General Partner at Origins (\$40 mln fund),
Former Principal at Early Bird



Danijel Višević
General Partner and Co-Founder at World Fund
(\$350 mln fund) Former Project A



Talis 

Cecilia Manduca
Principal at Talis Capital
(\$400 mln under management)



Andres Blazquez
Genoa CFC CEO - 777 Partners
(\$12 bln under management)



1517 

Danielle Strachman
Founder and General Partner at 1517 Backed by Peter Thiel

TOPICS THAT YOU'LL LEARN



What you'll learn in the USA


You will be recognised and skilled to work in both the US and EU, thanks to the curriculum offered by the University of Genoa and Georgetown.

Learn startup theory

GEORGETOWN
UNIVERSITY



Bloomberg MBA Ranking

#1 World's most innovative & creative graduates

 20 September - 13 October

Topic	Professor	Description
<p>⋯ Lean Startup Principles How to move the first steps</p>	prof. Jeff Reid	<ul style="list-style-type: none"> Evidence-based entrepreneurship Business and value proposition canvas Design thinking
<p>⊙ Entrepreneurial Leadership How to be a successful founder</p>	prof. Shye Gilad	<ul style="list-style-type: none"> Building a successful and inclusive culture Negotiations Personal leadership
<p>⌘ Venture Capital & Finance How VC and angels work and think</p>	prof. Jeff Reid	<ul style="list-style-type: none"> Venture Capital 101 Evaluating a potential investment Entrepreneurial finance
<p>⚡ Startup Law and the US Business Environment How to navigate legal frameworks</p>	prof. Andrew Ting	<ul style="list-style-type: none"> Legal issues for entrepreneurs What to consider when entering a market Public policy and entrepreneurship
<p>📈 Scaling and Growth How expand fast and sustainably</p>	prof. Shye Gilad	<ul style="list-style-type: none"> Later-stage fundraising Build & manage board of directors & advisors Developing a growth plan and growing your team
<p>🗣️ Powerful Presentations How to successfully pitch</p>	prof. Jeanine Turner	<ul style="list-style-type: none"> Effective presentations Entrepreneurial sales Storytelling

Gain practical experience from the best companies in New York

 New York  13 October - 13 November

Topic	Professor	Description
 How to verify if your idea is good	Guido Torrini	<ul style="list-style-type: none"> Market research Feasibility analysis Competitor analysis
 How to validate your problem	Ilan Abehassera	<ul style="list-style-type: none"> Where to find your demand and who to listen How to describe and present your idea Validation metrics
 How to identify customer pain points	Ilyas Frenkel	<ul style="list-style-type: none"> How to talk to your potential customer How to redesign the idea and comparing with competitors How to understand the used alternatives
 How to create your hypothesis and OKRs	Dwight Churchill	<ul style="list-style-type: none"> Well-defined key results Hypothesis formulation for experimentation Clear and specific objectives
 How to outreach to testers	Ian Tracey	<ul style="list-style-type: none"> Where to find users What to write How to conduct a survey
 Which questions ask to users	Ian Tracey	<ul style="list-style-type: none"> Which questions to avoid Which questions to ask The why rule
 How to talk to users - simulation	Elizabeth Santoro	<ul style="list-style-type: none"> Effective questioning techniques Active listening skills Empathy and user-centric mindset
 How to find the right co-founder for you	Edoardo Serra	<ul style="list-style-type: none"> Who and where should you be looking for How to understand if it's the right person How to allocate and manage different responsibilities

 How to find evaluate a good business or engineering founder	Edoardo Serra	<ul style="list-style-type: none"> How to find an interviewing a business partner How to find and interview a tech partner What to look in the answers
 How to build and measure your MVP	Lycurgo Vidalakis	<ul style="list-style-type: none"> How to create a basic MVP What is hypothesis and prototype testing How and when to do iterations
 How to create effective sentences for your MVP	Richard Mokuolu	<ul style="list-style-type: none"> How write an effective story How to unique value proposition How to draft the perfect product description
 How to make sure people love your product	Richard Mokuolu	<ul style="list-style-type: none"> Hardware, software and other types of product peculiarities How to prioritize features and A/B testing How to write product specifics
 How to create a brand	Thomas Treadway	<ul style="list-style-type: none"> How to find the right name How to select the right colors How to choose a distinctive font
 How to make sure your product stands out	Thomas Treadway	<ul style="list-style-type: none"> How to effectively position How to find the right channels and understand funnels Marketing and content strategy
 How to perfectly launch	Ilyas Frenkel	<ul style="list-style-type: none"> When to launch and how to cultivate an early community and generate hype How to craft perfect descriptions, videos, and press releases How to manage the launch day effectively
 How to select the right people and make them join	Lycurgo Vidalakis	<ul style="list-style-type: none"> Strategic recruitment strategies Interviewing and selection techniques Creating an irresistible employer brand
 From 0 to IPO: the foundations	Ugo Di Girolamo	<ul style="list-style-type: none"> How to personally grow with the company How to adapt the culture Tips and secrets


Network with the best founders and investors in Silicon Valley


 Silicon Valley  13 November - 13 December





Topic	Professor	Description
 How to retain your first customers	Pancrazio Auteri	<ul style="list-style-type: none"> • How to measure and define retention periods. • How to identify the right user cohort • Feature design and prioritization
 How to build a product for the masses	Alessandro Cannas	<ul style="list-style-type: none"> • How build a product easy to understand • How to design scalable • How to build user-friendly features
 How to build products for the businesses	Alessandro Cannas	<ul style="list-style-type: none"> • Enterprise needs analysis • B2B product development strategies - customisation and integration • Value proposition for ROI
 How to understand users requests and prioritise	Thomas Sherman	<ul style="list-style-type: none"> • How to ask and handle users feedback • Choose the correct tracking metric • North star metric
 How to increase retention	David Rivier	<ul style="list-style-type: none"> • Customer relationship management (CRM) • Loyalty programs • Personalization and Gamification • Reactivation campaigns
 How to grow organically	David Rivier	<ul style="list-style-type: none"> • Features to increase growth • How to leverage your users, word of mouth & referral • Partnerships and content strategy
 How to run effectively a team	Andrea Esposito	<ul style="list-style-type: none"> • Psychological contracts • How to manage the tech-business relationship • Maintaining trust and conflict resolution
 How to perfectly sell - workshop	Alessandra Costa	<ul style="list-style-type: none"> • Effective communication strategies • Simulation of early stage sale • Feedback to improve
 How to manage and invest your money	Oliver Spalding	<ul style="list-style-type: none"> • Financial forecast for investors with unit economics • How to prioritize your money and break even • Cash flow and cost management

 The power of storytelling	Vittorio Viarenco	<ul style="list-style-type: none"> • Emotional engagement • How to build a story • Effective communication
 How to find the right investor & break the ice	John Cole	<ul style="list-style-type: none"> • Choose the right people for impactful introductions. • Craft compelling cold emails & messages to investors • Network and sustain relationships successfully
 How to be fully prepared for fundraising	Douglas Leone	<ul style="list-style-type: none"> • How to give a start up a valuation • Financial model building • Understanding dilution and all the types of funding
 How to convince your lead	Douglas Leone	<ul style="list-style-type: none"> • Targeted research • Personalized introduction and engagement • How to build trust
 Investor call simulation	Salomon Aiach	<ul style="list-style-type: none"> • How to create a positive environment • How to anticipate questions • How to address potential concerns
 How to create FOMO and manage NOs	Salomon Aiach	<ul style="list-style-type: none"> • Leverage social proof, signal limited availability • How to stay calm and professional if critiqued • How to showcase adaptability when needed
 Common mistakes for early stage founders	Francisco Ruiz	<ul style="list-style-type: none"> • Insufficient problem validation • Inadequate team building • Excessive perfectionism
 Product execution secrets	Santiago Andres Marti	<ul style="list-style-type: none"> • Roadmapping • Iterative prototyping and feedback loops • User-centric testing
 Law for co founders	PJ Harris	<ul style="list-style-type: none"> • Submit precise legal documents to the government. • Employment regulation • Consumer and contract law
 How to legally establish a company	PJ Harris	<ul style="list-style-type: none"> • How to set up sole trade or partnership • How to incorporate • Equity at an early stage


Pitch in front of judges and get feedback on your idea


 Washington D.C.


 13 December - 20 December

Topic	Professor	Description
 How to craft a compelling story	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • Authentic origin narrative • Unique value proposition • Problem-solution dynamics
 How to create a great visual presentation	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • Clear visual hierarchy • Concise design • Storytelling through consistent visuals
 How to focus on the right keywords	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • Customer-centric language • Industry-specific keywords • Investor targeted language
 Practicing and iterating	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • How to use the most engaging tone of voice • How to have the perfect body language • Making sure you stay within the designed time
 Pitch Competition - Present to a jury	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • All the Genoa ES start ups will present at Georgetown with the winner gaining a special price.
 Gain Georgetown University Completion Certificate		<ul style="list-style-type: none"> • You officially obtained the Georgetown University Certificate.

Build in Genoa

 **Università di Genova** Censis ranking of Italian universities
#1 Engineering in Italy

 15 January - 15 May

Topic	Professor	Description
 Planning and budgeting How to budget effectively for fundraising	prof. Paola Dameri	<ul style="list-style-type: none"> • Financial planning and accounting • Start up budgeting • Managerial accounting

Build in Genoa



Censis ranking of Italian universities
#1 Engineering in Italy

15 January - 15 May



Sales

How to sell your product

[prof. Fulvio Mastrogiovanni](#)

- Market research and data analysis for sales
- B2B and B2C sales models
- Price strategy, product definition, market positioning



Start up Economics

How to asses business models and unit economics

[prof. Giovanni Satta](#)

- Financial cycle analysis and working capital management
- Marketplace and business model economics
- Financial strategy to business strategy



European Business Law

Legal frameworks for operations

[prof. Valentina Di Gregorio](#)

- Taxation and employment law
- Disputes
- Commercial transactions



Technical Product Management

How to turn technology into successful products

[prof. Fulvio Mastrogiovanni](#)

- Understanding technology complexity
- Finding the right business - technology balance
- Innovative technologies and competitive advantages



Performance management & evaluation

How to measure and optimize a start up

[prof. Paola Dameri](#)

- Performance measurement
- Journey towards product market fit
- Start-up evaluation methods

Grow your start up in Genoa

Genoa, Italy

15 January - 15 May

Topic	Professor	Description
Product development	Francois de Bodinat	<ul style="list-style-type: none"> • Sprints, Quality assurance and testing • Tips and tricks towards product market fit
How to analyze your product data	Francois de Bodinat	<ul style="list-style-type: none"> • How to collect data • Which data to collect • Iterative improvement and decision-making
How to prioritise your day to day	Thaddeus Anim-Somuah	<ul style="list-style-type: none"> • Align goals, prioritize, plan, and adapt effectively.



How to master email marketing

[Bei Zhang](#)

- Build and grow your email list strategically.
- Craft and deliver impactful content with precision
- Analytics, deliverability and compliance with automation



How to rank first in searches

[Bei Zhang](#)






- Understanding search engines and SEO basics
- Keyword research, content creation and link building
- Analytics and tracking and the right SEO tools









How to analyse your marketing data


[Bei Zhang](#)


- Optimizing your LinkedIn profile
- Strategic content sharing and engagement
- Building and nurturing connections


Topic	Professor	Description
 How to manage complex projects	Thaddeus Anim-Somuah	<ul style="list-style-type: none"> • Risk management • Effective team collaboration, Problem solving
 Intro to TikTok and Instagram	Sigrun Rodrigues	<ul style="list-style-type: none"> • When to use these social media • Understanding these social media audiences • Essentials of Instagram and TikTok content creation.
 How to grow on TikTok and Instagram	Sigrun Rodrigues	<ul style="list-style-type: none"> • Building a following • Planning, engagement and interaction • Analytics and insights
 Intro to YouTube and podcasts	Sigrun Rodrigues	<ul style="list-style-type: none"> • When to use podcasts and Youtube • Craft compelling content for diverse audiences across channels. • Essentials and skills needed
 How to grow on YouTube and podcasts	Sigrun Rodrigues	<ul style="list-style-type: none"> • Building a following • Planning, engagement, and interaction • Analytics and insights
 How to create the perfect community	Sigrun Rodrigues	<ul style="list-style-type: none"> • Choosing the right tool and purpose • How to start and grow a community • Community management and tracking







 How to find and connect to your lead	Boris von Bieberstein	<ul style="list-style-type: none"> • How to search for customers • How to discover leads • How to contact and engage with leads
 How to use LinkedIn to get leads	Boris von Bieberstein	<ul style="list-style-type: none"> • Data collection and integration • Metrics selection and KPIs, tools
 How to understand your B2B customer	Boris von Bieberstein	<ul style="list-style-type: none"> • Needs assessment and qualification • Solution presentation • Handling objections
 Sales simulation	Eric Feunteun	<ul style="list-style-type: none"> • How to handle critiques • Effective communication and posture • Active listening
 How to prepare the best proposal and close	Eric Feunteun	<ul style="list-style-type: none"> • How to write a customized proposal • Negotiation and agreement • How to close the sale
 How to find the right price and measure revenue	Maxwell Ampong	<ul style="list-style-type: none"> • Use of funds, shares and investors' conversion rights • Understand anti-dilution protection, tag/drag-along clauses, and board functioning. • Good and bad leaver or vesting scheme

Grow your start up in Genoa


 Genoa, Italy


 15 January - 15 May




Topic	Professor	Description
 How to follow up and build a relationship	Maxwell Ampong	<ul style="list-style-type: none"> • Strategic follow-up practices • Value-added engagement • Feedback and relationship enhancement

 How to use support and feedback to grow	Prasanna Sankar	<ul style="list-style-type: none"> • Post-sale support feedback • Testimonials and referrals • Data analysis and optimization
 How to follow up and build a relationship	Maxwell Ampong	<ul style="list-style-type: none"> • Strategic follow-up practices • Value-added engagement • Feedback and relationship enhancement
 How to use support and feedback to grow	Prasanna Sankar	<ul style="list-style-type: none"> • Post-sale support feedback • Testimonials and referrals • Data analysis and optimization
 How to master all the aspects of fundraising	Prasanna Sankar	<ul style="list-style-type: none"> • Board functioning • Good and bad leaver or vesting scheme
 How to fundraise in Europe	Cecilia Manduca	<ul style="list-style-type: none"> • Understanding regional funding landscape • What European VC look for • Navigating cultural and regulatory differences
 Partner call simulation	Cecilia Manduca	<ul style="list-style-type: none"> • How to manage time effectively • Having the right tone of voice and attitude • How to address potential concerns

Pitch in front of investors and graduate in Genoa

 Genoa, Italy

 15 May - 31 May

Topic	Professor	Description
 How to craft a compelling story	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • Authentic origin narrative • Unique value proposition • Problem-solution dynamics
 How to create a great visual presentation	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • Clear visual hierarchy • Concise design • Storytelling through consistent visuals
 How to focus on the right keywords	Specific mentors will be assigned to each start up	<ul style="list-style-type: none"> • Customer-centric language • Industry-specific keywords • Investor targeted language

🔄 Practicing and iterating

Specific mentors will be assigned to each start up

- How to use the most engaging tone of voice
- How to have the perfect body language
- Making sure you stay within the designed time

👤 Demo Day - present to investors

+80 investors will be carefully listening to your pitch

- All the Genoa ES start ups will present in front of the investors and can raise their first round

🎓 Graduate from the University of Genoa

- The program is official over and you have earned the Master Degree of 60 ECTS

Life-changing for the students

“In a word, this experience is **life-changing**. Experiencing **Silicon Valley** in such depth is something **I couldn't even imagine.**”

Juan Lopez Van Dam

Student founder 2023

in



05 COST OF LIVING



Cost of living

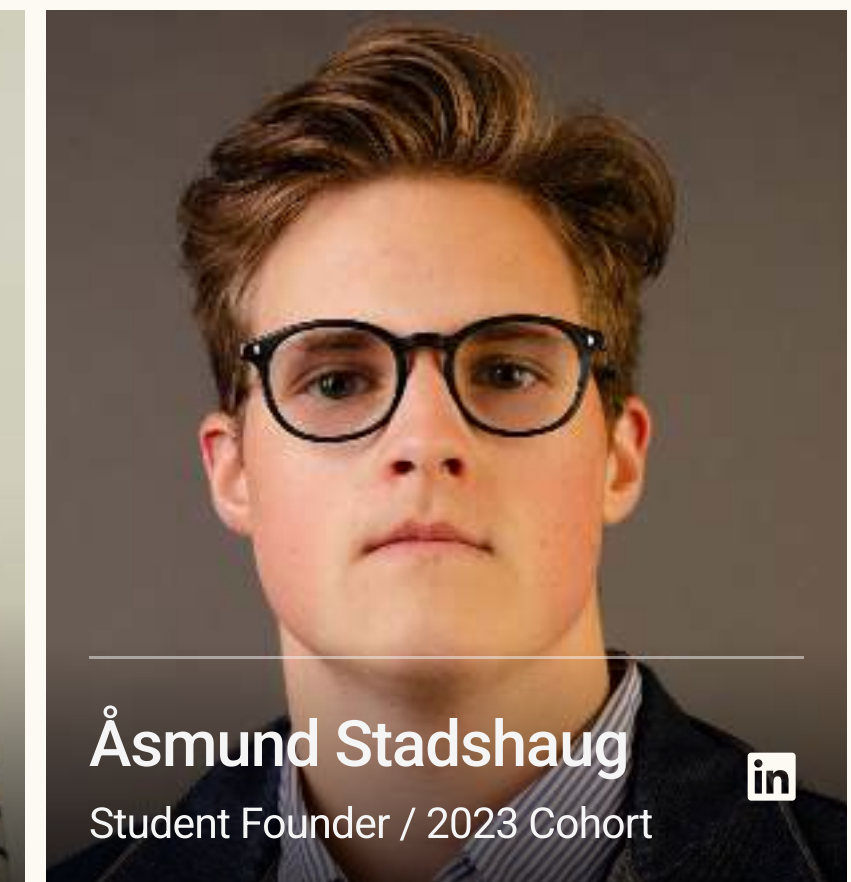
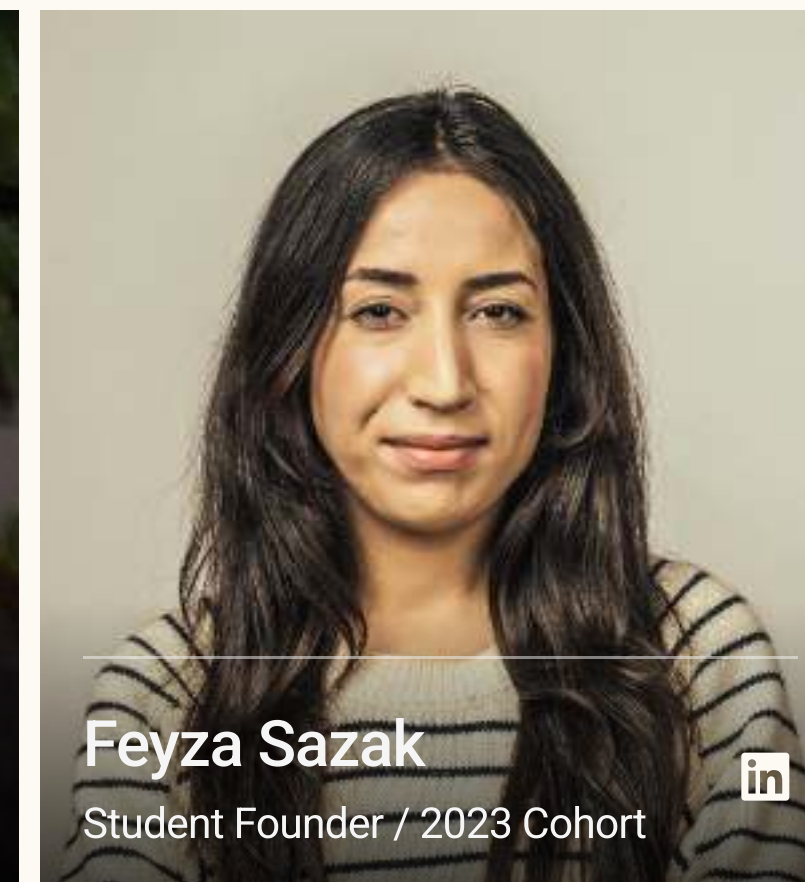
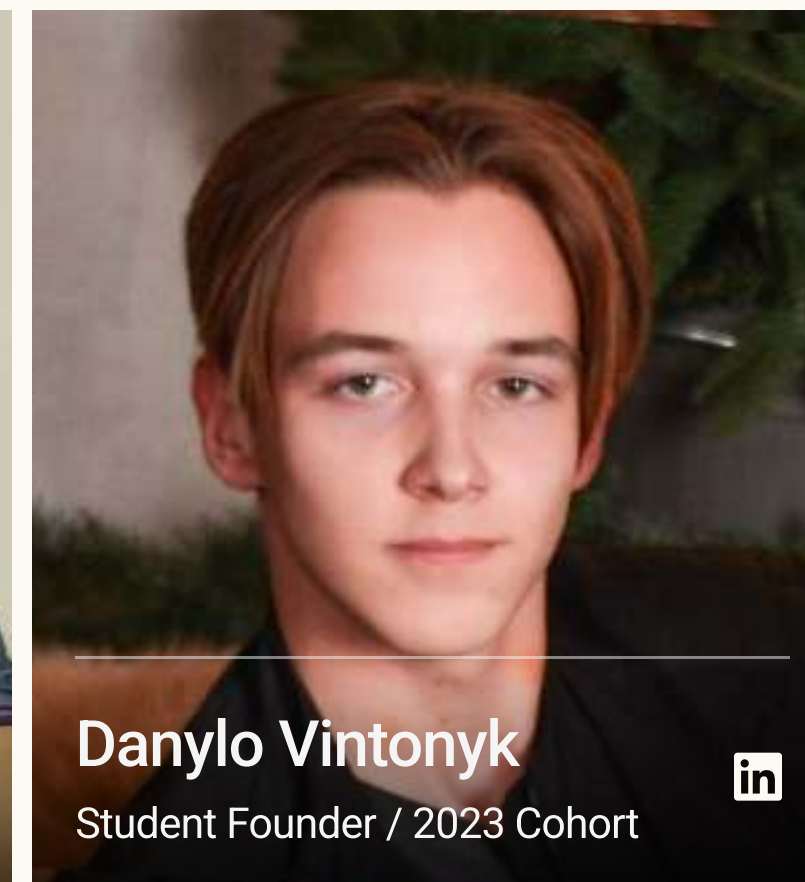
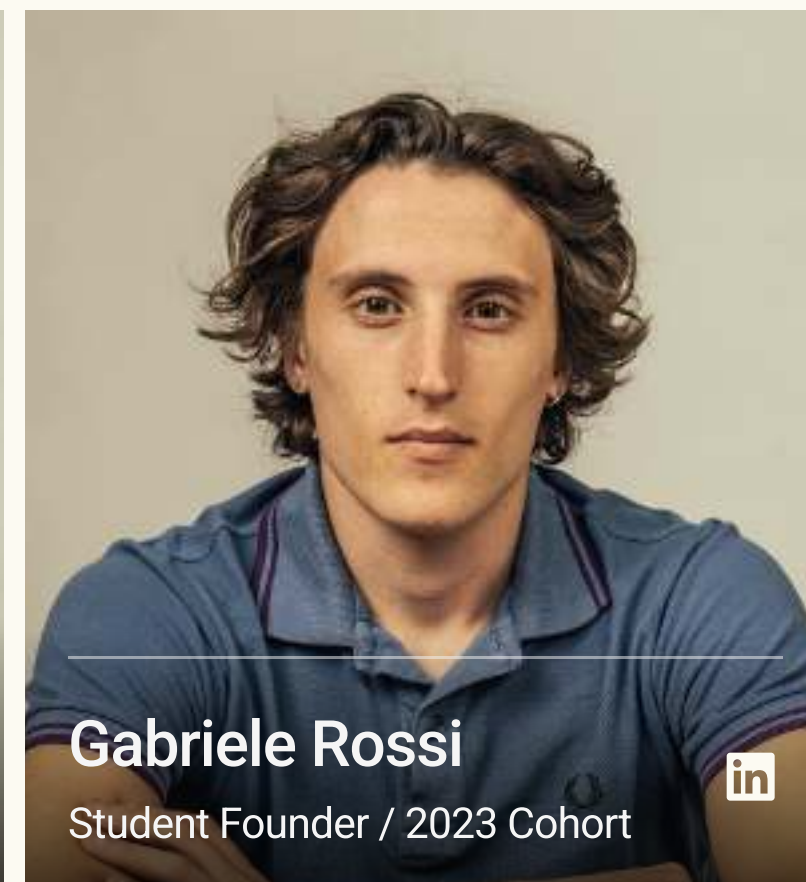
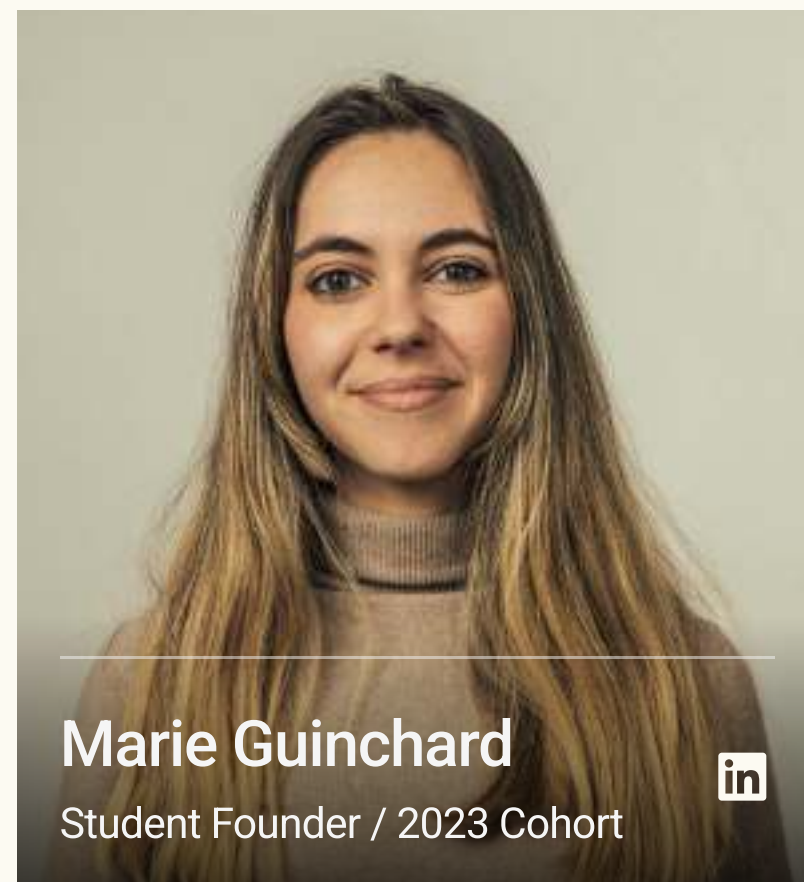
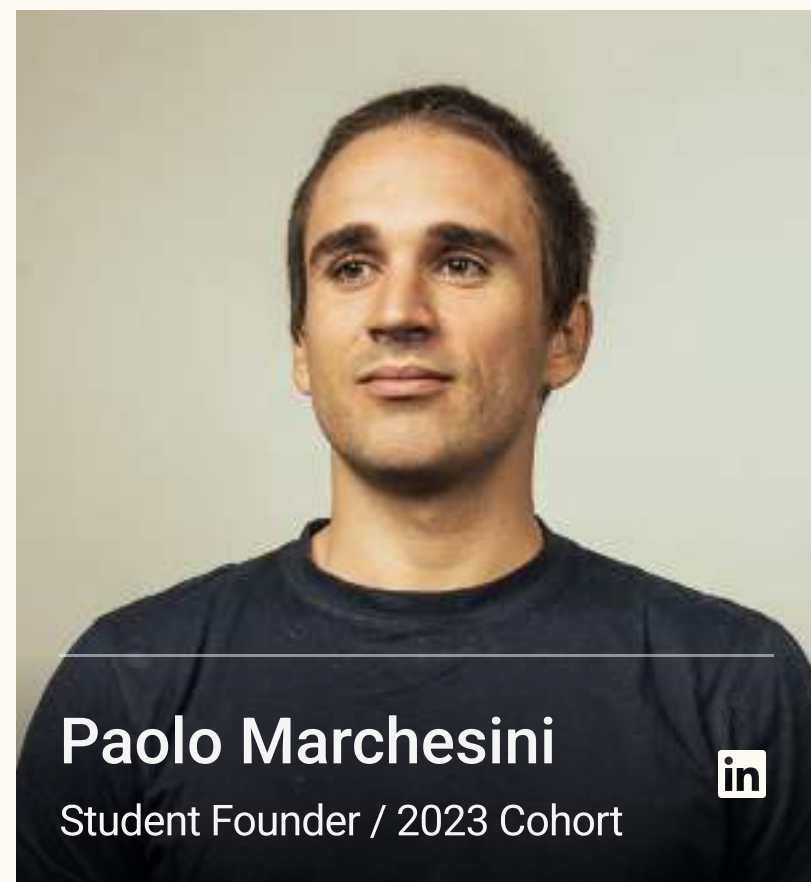
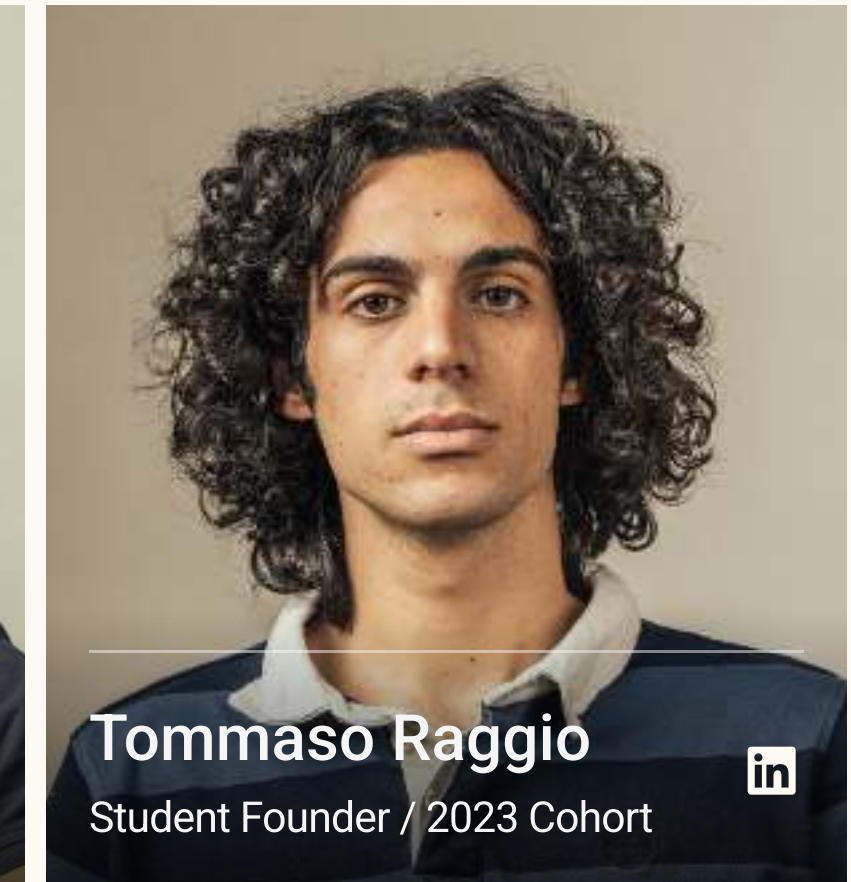
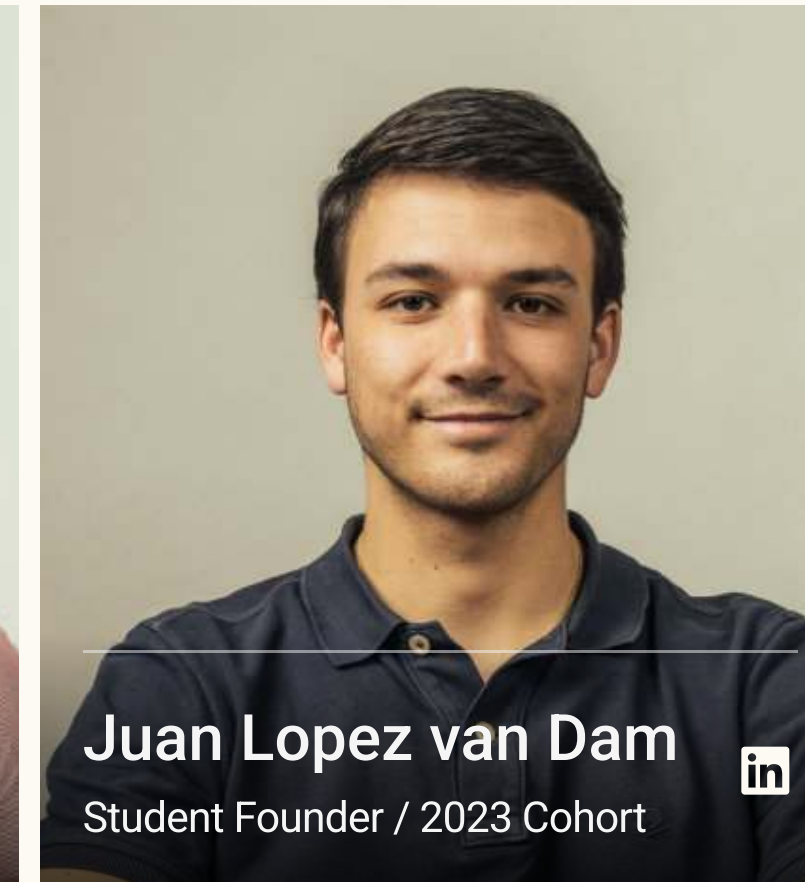
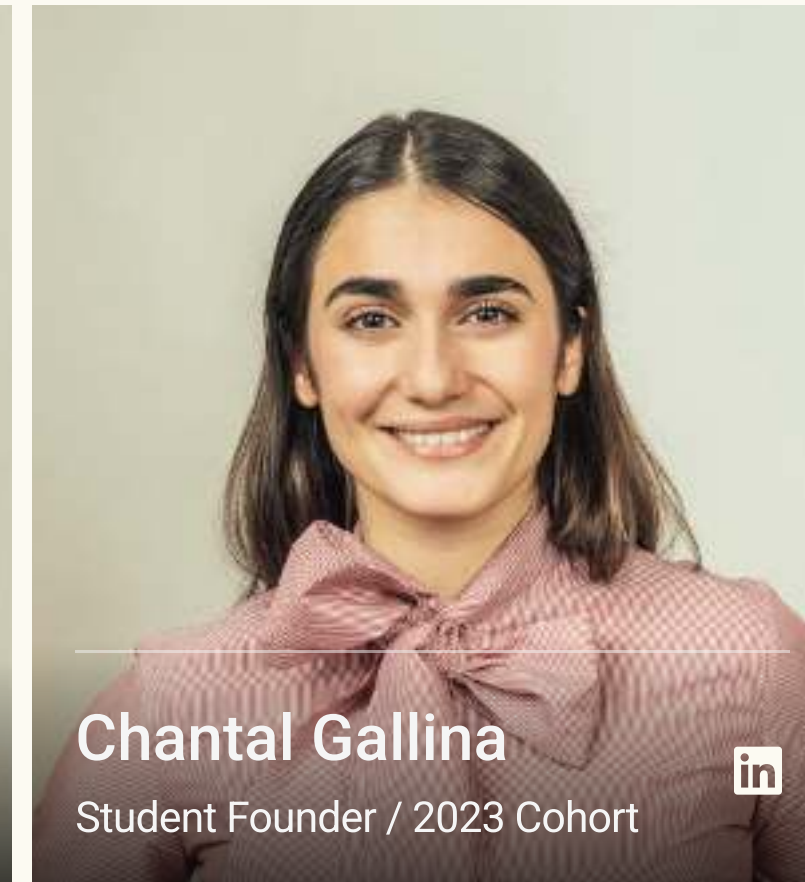
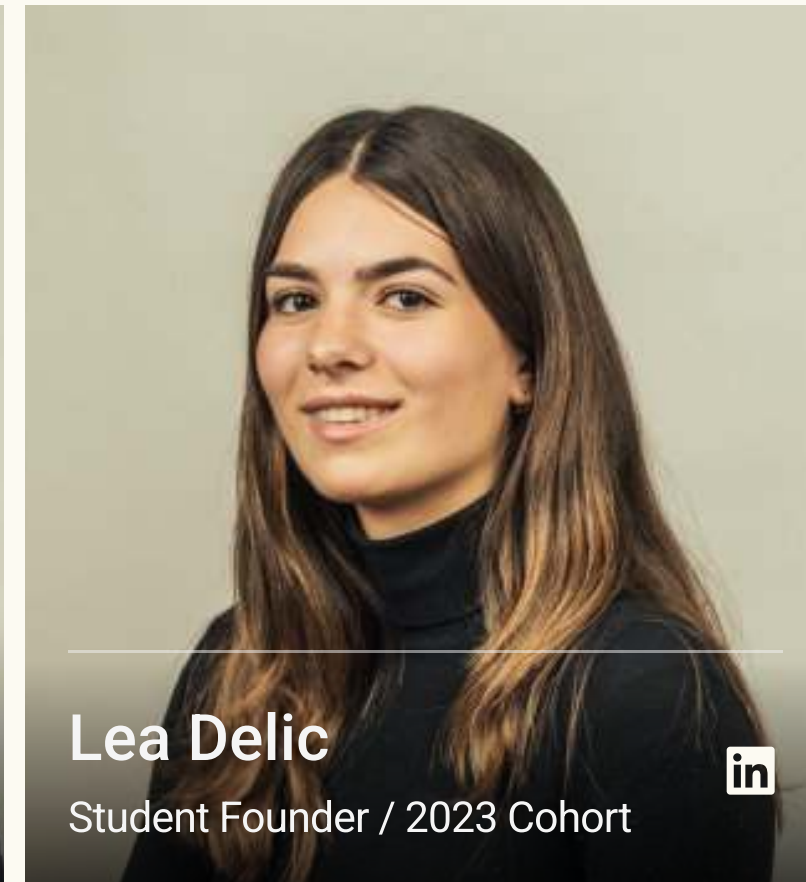
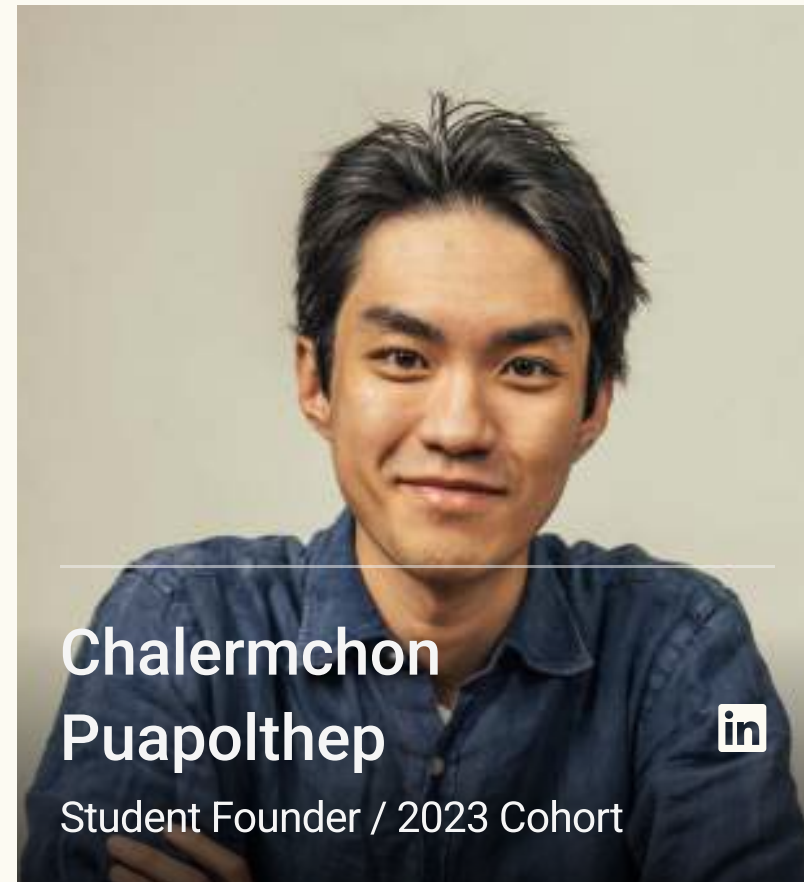
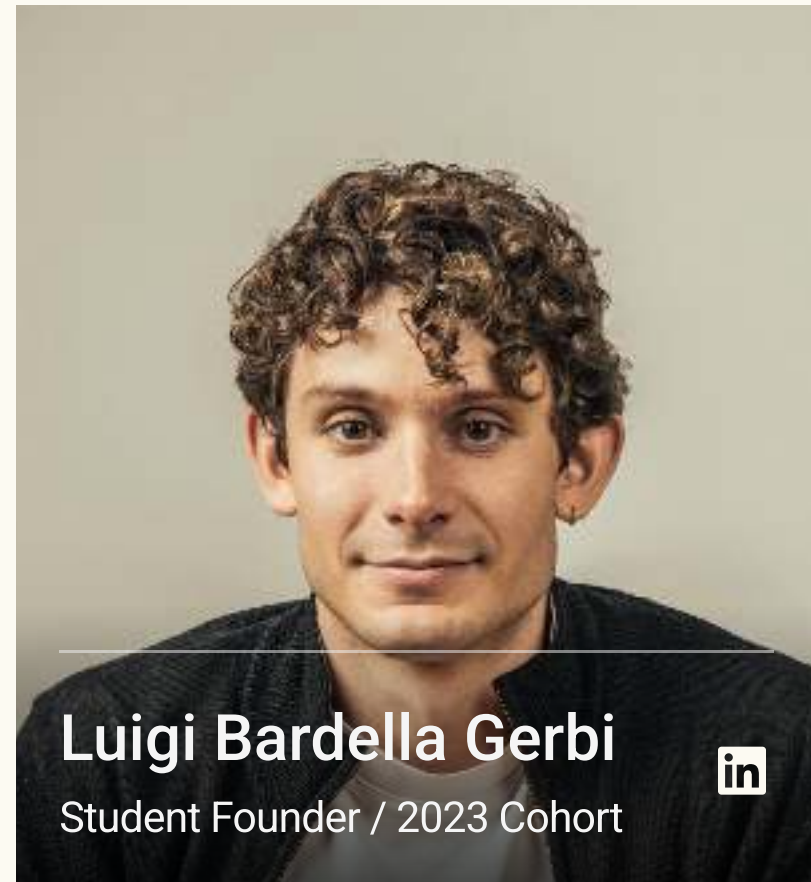
Overview of the costs you may have in your time in US & EU

	Washington D.C.	Genoa
Student Home	From €800	From €400
Grocery	From €100 to €200	From €50 to €150
Meal in a average restaurant	€20	€15
Leisure activities and daily expenses	From €100 to €200	From €50 to €150
Monthly Pass (Regular Price)	€ 91.11	€ 46.00
One-way Ticket (Local Transport)	From €100 to €200	From €50 to €150
Nightclub entry	€7	€5

06
OUR
STUDENTS



International students from top universities and with entrepreneurial spirit



Hear what our founders & mentors say

It was great to have met and mentored such inspiring founders. I hope you'll get your ideas built and let them help your customers



Francisco Ruiz,
Partner at Metjys
Accelerator startup



The 1:1 mentoring is the key point of this program, share your experience with mentors that can help you specifically with the problems you are having.



Laura Laringe,
Founder at ReLi
Accelerator startup



It was great to have met and mentored such inspiring founders. I hope you'll get your ideas built and let them help your customers



John Paul Bennet,
Director of Corporate Sales
Accelerator startup



Why choose our Master?

Our program, which has more mentors than students, offers a tailored, flexible, and human learning experience. You will develop the technical and business skills necessary to succeed in the EU and US startup worlds. By accessing a great network of prestigious US-EU universities, you'll be well-positioned to advance your career or grow your startup on a global scale.



1 Focus on your work

Spend the majority of your time on your idea or gaining team experience.



2 All questions answered

Learn tech, law and how to build a business from the best in the world.



3 Grow your network

Successfully launch, sell or raise thanks to a global network of companies and mentors.

Some of our students

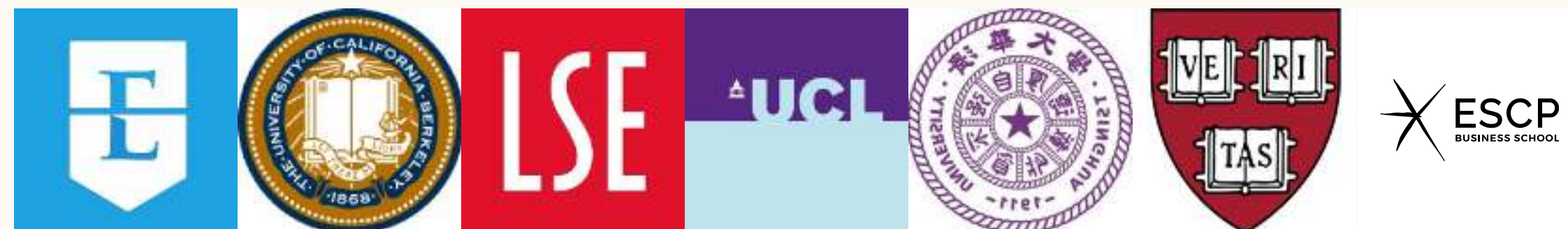
Third of our admitted students created their own startup already. Others enjoy working in VCs, or scale ups with a few testing the corporate world. All of them have experience in a foreign country and a strong desire to explore. Some of the cities they lived in includes: New York, Singapore, London, Shanghai, Paris, or San Francisco, and their backgrounds range from politics, engineering, to business.

However, what sets Genoa ES students apart is their shared desire to make a positive impact on the world from a young age, as evidenced by the completion of four or more internships.

Some of the companies our students have worked in



Some of the schools where our students have studied at



Their spirits

- Go getter
- Team Player
- Always learning
- International
- Empathic
- Human
- Humble
- Enthusiast
- Fearless
- Impact driven
- Honest
- Multidisciplinary
- Resilient
- Innovative



Class profile - entering September 2024

We're selecting the 40 brightest students to be part of our special program starting September 7th 2024.

+700 APPLICATIONS

Application received up to date

100 STUDENTS

Admission cap

Where our applicants are studying



Imperial College London



ETH zürich



07 APPLICATION PROCESS



How to apply & requirements

📌 Requirements

- Bachelor's degree
- Minimum 1 month of internship experience
- IELTS Certificate (7/Equivalent academic minimum)

★ Bonus points

- You have a start up, VC, or scale up experience.
- You hold a degree in technology or design.
- You have previously founded a start up.
- You have studied or worked in a foreign country.

📌 Application process

1. Fill out the application form.
2. Invitation to 1st interview & Transcript submission.
3. Final interview.



**APPLY NOW AND
BECOME A
SUCCESSFUL
FOUNDER OR VC**



GENOAES.
GENOA ENTREPRENEURSHIP SCHOOL