

MASTER IN INTERNATIONAL BUSINESS CREATION



01

Program overview

02

About us

03

Program structure

04

Latest cohort

05

After the program

06

How to Apply

01

PROGRAM OVERVIEW



One of the best times to launch a start up is at university but it seems an impossible mission.

Bill Gates, Elon Musk, and Mark Zuckerberg all launched their ventures while at university. However, building your own startup while studying can feel like an impossible mission. With impractical classes, busy schedules, and group projects, it can be difficult to find the time and resources for entrepreneurship. Trying to balance both can put your grades, work, and health at risk.

Students can build their startups with personalized guidance and a strong network while obtaining a Master's. They gain years of experience in just 8 months studying and working across the US and EU, thanks to tailored schedules and practical classes from world leaders.

At the end, they both pitch to investors and receive a European Master's (60 ECTS) in International Business Creation from the University of Genoa with Georgetown University.

The first mix between an accelerator and a Master's. So students can build while obtaining a Master's.

Go from zero to fundraising while obtaining a Master's

This Master's is structured with one third of the hours taught by professors and two thirds by some of the world's most successful investors, managers, and founders in the world.

This unique format allows students to put theory into practice whether they're looking for new ideas or scaling existing ventures. Mentors will also dedicate +500 hours of 1:1s advice per student, offering invaluable insights and access to their networks earned in decades of successes.

Regardless of their startup's success or failure, graduates will have gained the skills, experience, and a network to execute like no other peer. The degree from the prestigious UniGe, with Georgetown University, will ensure students stand out in the US and EU job markets.

A portrait of Professor Shy Gilad, a middle-aged man with a bald head and a slight smile, wearing a dark blue jacket over a checkered shirt. He is standing outdoors with a blurred background of trees and a building. A white rectangular box with a green border is overlaid on the bottom left of the image, containing the text 'WATCH VIDEO' and a green play button icon.

[WATCH VIDEO](#) ►

Check out the video to **delve deeper into the program with professor Shy Gilad.**

02

ABOUT US



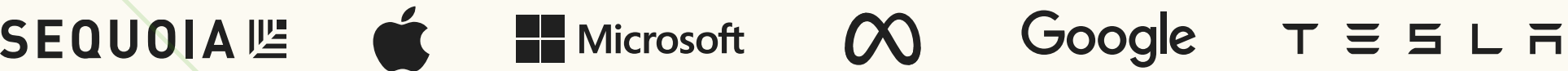


Genoa Entrepreneurship School

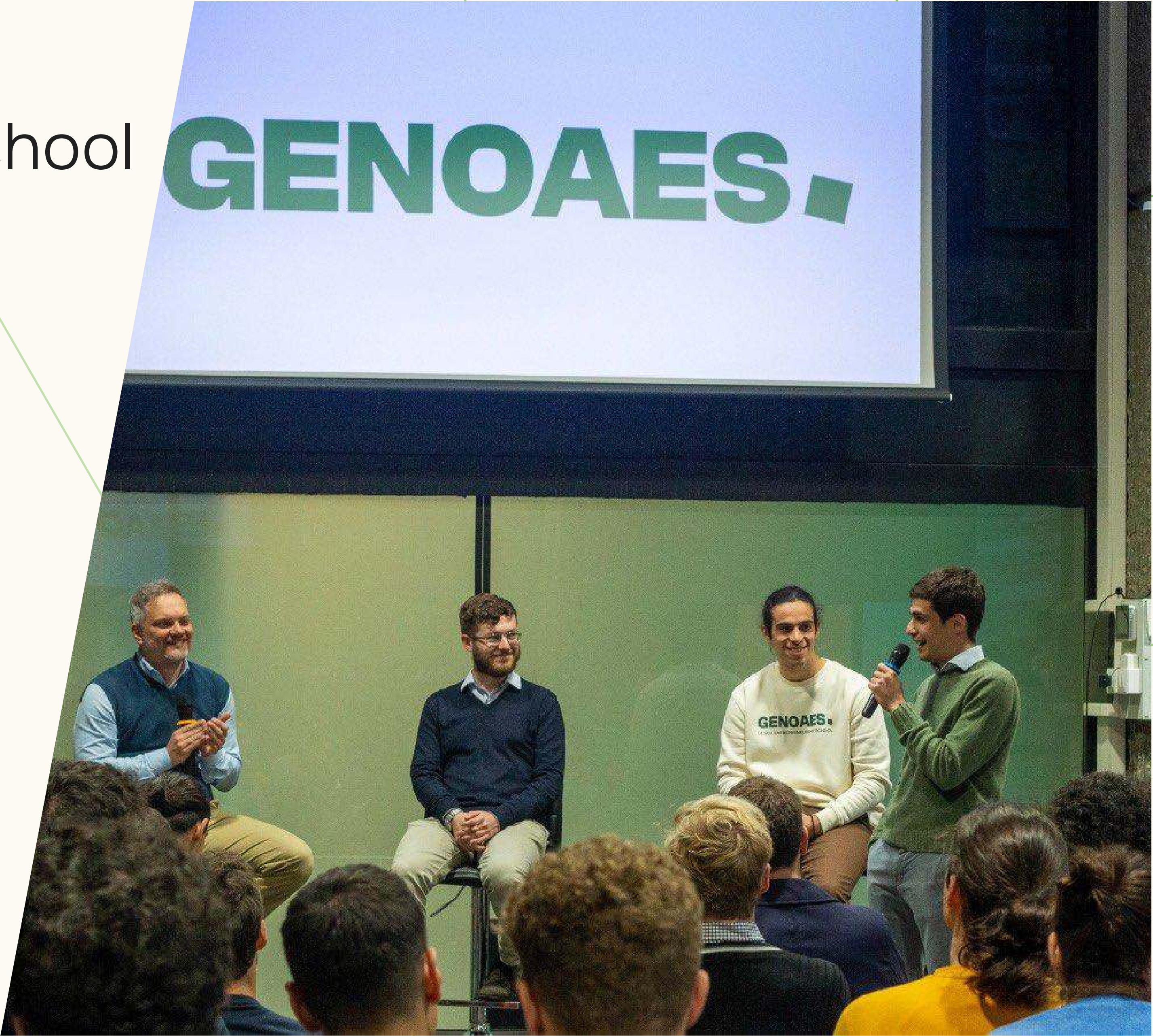
Supported by Genoa’s government and successful companies:



Backed by experts with experience in:



Genoa Entrepreneurship School was founded by Guglielmo Schenardi, who secured a one-million-euro investment for his startup, Rita, while still taking his university exams at the age of 23, realizing how difficult it is to build a company while studying. After selling Rita to a US company, he now leads Genoa ES, with support from the Genoa government, Genoa’s Chamber of Commerce, and successful companies based in the city. Genoa ES coordinates efforts between universities, mentors, and investors to ensure that students have the best experience.



GEORGETOWN
UNIVERSITY

Georgetown University

1st Semester - 3 months - Washington, D.C., USA

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

#3 Graduates with exceptional entrepreneurial skills & drive
Bloomberg MBA Ranking

Founded in 1789, Georgetown University shares Genoa ES’s passion for innovative education. At a time when policy and business are increasingly intertwined, GU’s leadership in sustainable entrepreneurship, law, and policy provides Genoa ES students with a unique advantage, along with access to a powerful network.





Genoa University

2nd Semester - 5 months - Genoa, Europe

#1 Engineering in Italy

Censis ranking of Italian universities

#1 Design

Education Around's Ranking - Italy

Genoa University has a strong entrepreneurial spirit and excels in technical fields, making it one of the top universities for starting a business in Europe. Students benefit from professors with startup experience, access to a wealth of technical talent, and personalized support throughout their journey.



03

PROGRAM STRUCTURE



How does the program work?

One third of the classes are taught by professors

Professors will equip you with the hard skills needed to build a startup in Europe and the United States, and will teach you the theory that you won't find in accelerators.

Two thirds of the classes are taught by industry experts

World-class mentors will host workshops on key startup topics essential for successful execution. These experts condense decades of experience into 90 minutes, saving young founders years of time.

Personalised 1:1 meetings and company visits

Mentors will also dedicate their time to address your specific issues in a 30-minute one-on-one meeting. Some of them will even host the cohort in their companies, offering in-depth personalised learning.

Your journey to you Master's

JOURNEY
STARTS HERE

01

30th September - 20th October
Learn startup theory
in Washington D.C

02

21st October - 17th November
Gain practical experience
in New York

03

18th November - 18th December
Network with the best
in Silicon Valley

04

18th December
Pitch to US investors

05

7th January - 28th May
Build & grow
in Genoa

06

28th May
Final Demo day and graduation
in Genoa

OBTAIN YOUR
MASTER'S

Your journey starts in Washington, D.C.

Startup theory in Washington, D.C.

How to have solid basis US go-to-market, law, finance and leadership.



New York

Gain practical experience in New York

How to think and execute to succeed - mindset, risk management, speed.



Silicon Valley

Network with the best in Silicon Valley

How to attract the best technical talent - insights, expertise and network.



Genoa

Build and grow your startup in Genoa

How to obtain the first customers, communicate and analyse.



Final pitch

Pitch and graduate at the same time

Have the chance to raise in front of investors while obtaining a Master's.



What you’ll learn at Georgetown University

■ 72 hours of classes

■ Micro & Macro

Understanding the global economy / prof. Jeff Reid

- Microeconomics & actors behavior
- Macroeconomics trends
- Global economy analysis

■ Finance

Mastering financial strategy / prof. Erjona Prifti

- Financial market overview
- Startup finance
- Venture capital for startups

■ Law

Navigating the legal landscape / prof. Andrew Ting

- Corporate governance
- Intellectual property
- Commercial transactions
- Taxation
- Disputes

■ Strategic analysis & GTM

Entering the United States market / prof. Shye Gilad

- From idea to business model
- Strategic analysis for startups
- Strategic planning
- Market research & data analysis for marketing
- International marketing

■ Sales

Mastering sales and pricing strategies / prof. Jeff Reid

- Sales models / sales management
- B2B - B2C
- Price strategy / communication & advertising

What you'll learn at Genoa University

■ 72 hours of classes

■ Accounting

Managing cash flow / prof. Dameri

- Startup planning and budgeting
- International financial accounting
- Managerial accounting
- Performance measurement

■ Finance

Mastering financial strategy / prof. Satta

- Advanced corporate finance
- Financial cycle analysis
- Equity and debt investment management

■ Law

Navigating the EU legal landscape / prof. Di Gregorio

- Laws of the major EU member states
- Industry-specific and country-specific differences
- EU disputes
- Taxation of the major EU member states

■ Information system

Leveraging technology for startups / prof. Mastrogiovanni

- ERP systems
- SQL, Python, and Linux
- Digital business models

■ Talent management

Building a strong team / prof. Torre

- Organizational structure
- HR management
- Hiring

Experts who raised \$7.5 billion will give you personalized 1 on 1 mentoring for +500 hours

 Topic specific workshops and 1:1s

Class workshops are followed by hands-on 30-minute 1:1 sessions, ensuring that the learning is directly and specifically applied to your venture.

 Personalized weekly 1:1 sessions

You'll be paired with an industry expert in your field who, through weekly 30-minute 1:1 sessions, will ensure you make progress each week of the program.

 Hands on support 24/7

Mentors will be available at any time via email or phone, ensuring that any problems are resolved quickly and your startup's progress won't stop.



Douglas Leone, a world visionary in start up investing




Under Leone's management, Sequoia invested in companies such as WhatsApp, Instagram, YouTube, TikTok, and Facebook, among others. This remarkable string of successes earned him a reputation as a visionary leader in the venture capital industry.

Douglas Leone


Global Managing Partner at Sequoia (\$88 bln under management)
Program's mentor



The mentors advising students have years of experience in:

GoogleT E S L AMicrosoftORACLE

}} RIPPLINGRenault GroupGoldman SachsJ.P.Morgan

McKinsey & CompanySEQUOIAanthemisMolten

WORLD FUND> EARLYBIRDGFCPHILIPS

DOWNLOAD THE MENTORS LIST 

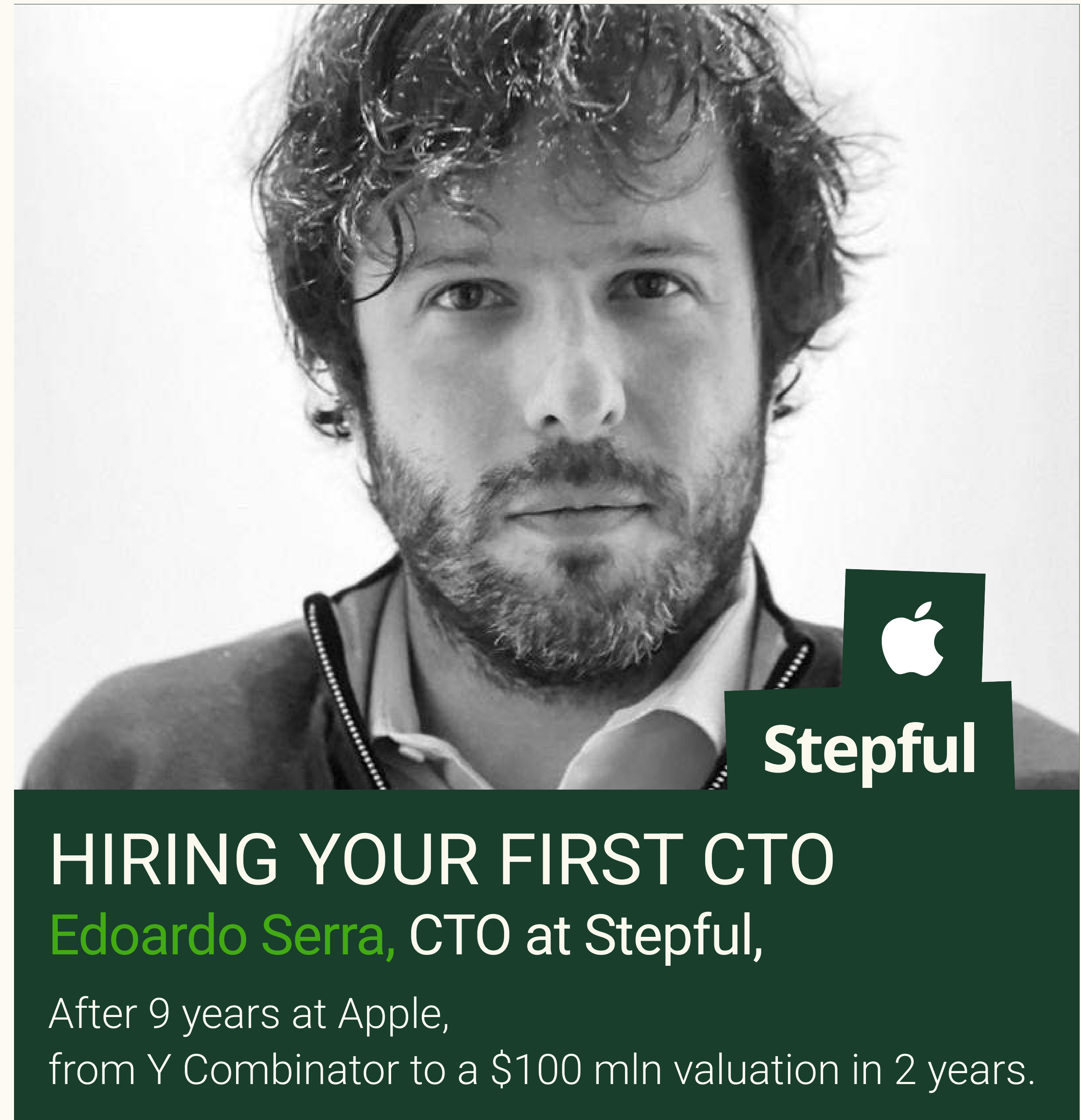
Practical tailored learning


Mentors will provide you with unique insights and make introductions so you can grow fast, every day.

■ For example:

- You will learn how to build a dream team with [Edoardo Serra](#), who spent 9 years at Apple creating Siri for non-English speakers and managing a team of 120 engineers.
- Edoardo will sit down with you to explain exactly what to ask a potential CTO and what constitutes a good answer to your questions.
- After the session, Edoardo will personally spend 30 minutes with you in a 1:1 meeting to review your CTO or co-founder candidate. He can even join calls with candidates to provide his opinion when you need to make the decision.
- Moreover, whenever you have a tech issue or need technical advice, you can email him at any time.

[DOWNLOAD EDOARDO'S SLIDES](#) 




Stepful

HIRING YOUR FIRST CTO

[Edoardo Serra](#), CTO at Stepful,









After 9 years at Apple,
from Y Combinator to a \$100 mln valuation in 2 years.

Overview of the costs during your time in the US and EU

United States

€1400 / Monthly total









This is an estimate and an overview of the cost of living in the United States for 3 months.

	Average student room	€800
	Monthly grocery	€250
	Meal in a average restaurant	€40
	Leisure activities and daily expenses	From €100 to €200
	Monthly local transport pass (regular price)	€ 90
	One-way ticket local transport (regular price)	€3
	Nightclub entry	€20
	Flight Europe > Washington, D.C. > San Francisco > New York > Europe	€800

Genoa

€600 / Monthly total

This is an estimate and an overview of the cost of living in Genoa, Italy for 5 months.

	Average student room	€300
	Monthly grocery	€100
	Meal in a average restaurant	€15
	Leisure activities and daily expenses	From €50 to €150
	Monthly local transport pass (regular price)	€20
	One-way ticket local transport (regular price)	€1,50
	Nightclub entry	€15
	Flight Europe > Washington > San Francisco > New York > Europe	€800

Full academic year

This is an estimate and an overview of the total cost of living in the United States and Genoa, 8 months.

€8000 / 8 months total

The schedule is flexible so you will have time to build

Here below a typical week in a year with talents, mentors, investors, and much more.

DOWNLOAD THE FULL SCHEDULE 

1:1 mentorship session Theoretical Class Mentor workshop Events & activities Collaboration & management

Mon

1PM - 3PM

US Business Environment & Law
prof. **Andrew Ting**

How to incorporate in the US.



3.30PM - 5PM

How to build your MVP
David Rivier

Mentor with experience at:



1:1 MVP session

Receive tailored guidance on your MVP for 1h, so you can obtain your first customers.

Tue

1PM - 3PM

How to create your brand
Alessandro Cannas

Mentor with experience at:



1:1 Brand session

Receive tailored guidance on branding for 1h, so you can stand out from competitors.

Wed

9AM - 10:30AM

How to find your co-founder
Edoardo Serra

Mentor with experience at:



1:1 Partner session

Receive tailored guidance on co-founder matching for 1h, so you can find the perfect fit.

2 PM

Tesla factory visit

Understand how Tesla builds its cars and achieves success in their day-to-day operations.



Thu

5PM - 6:45PM

How to create sales forecasts
Douglas Leone

Mentor with experience at:



1:1 Weekly session

Receive tailored guidance on your challenges from your personal mentor for 1h every week, and you will be ready for the next step.

Fri

9AM

Team retro
Review, reflect, and refine for better performance next week.

3PM - 6PM

VC and start up finance
prof. **Jeff Reid**

How VCs work and think.



04

LATEST COHORT





Since writing his first line of code at 12, Luigi has been captivated by the joy of building. During his bachelor's in Business & Management, he helped dozens of SMEs digitalise their businesses and establish their online presence through digital marketing. For him, digital marketing was the perfect mix of technical skills, strategy, and creativity. However, what he loved the most was launching his own brands—building and shaping the product. After rediscovering his passion for coding during the lockdown period, he started working as a software engineer (and the first tech hire) at Logyq Protocol, a web3 startup, where he contributed to building their products from scratch. In the first six months of 2023, while working remotely for Logyq, he had the opportunity to couch surf across 10 countries, exploring different cultures and tastes. He is extremely curious, and practices self-awareness daily.

Luigi Bardella Gerbi

Student founder / 2023 cohort

Program rating 9.8/10 by our students



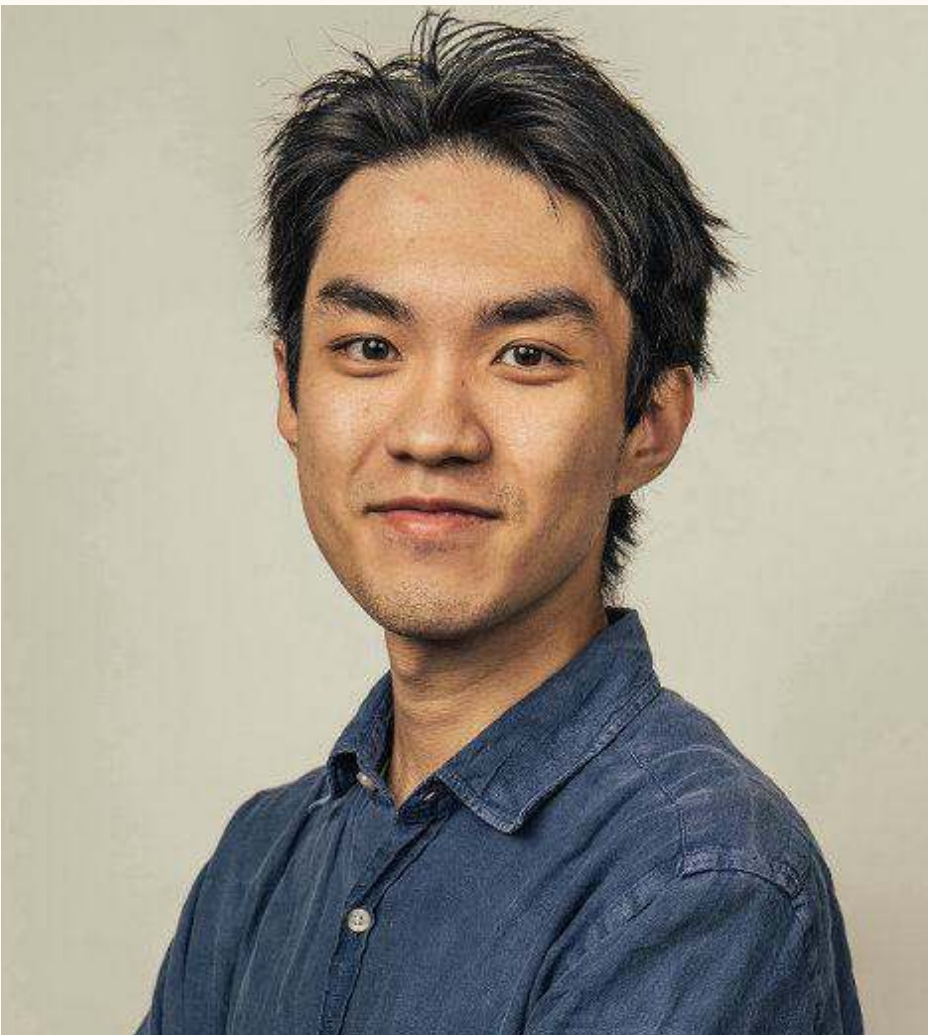
“In a word, this experience is life-changing. Experiencing Silicon Valley in such depth is something I couldn't even imagine.”

Juan Lopez Van Dam
Student founder - 2023 cohort



“Once I completed my bachelor's degree, I wasn't considering pursuing a Master's. This course is practical and opens incredible doors. It certainly is the experience that has improved me the most in my life.”

Lea Delic
Student founder - 2023 cohort



“The other students are amazing people, and mentors are incredible. They are at a global level, but they take the time to be with you and are ready to support you 24/7.”

Chalermchon Puapolthep
Student founder - 2023 cohort

05

AFTER THE PROGRAM



You can launch your start up or work in a corporate

Founder path

Graduates can continue to grow their startups, leveraging the skills and network developed during the program.

Grow your start up

Build your venture, by leveraging program resources, our vast network of mentors, and peers to refine strategies, overcome challenges, and achieve sustainable growth.

Join a startup

With your skills in law, strategy, and marketing, you will excel at developing and executing strategies to expand a company’s revenue in the United States or Europe.

Venture capital

Thanks to Genoa ES, you’ll be equipped with solid financial and analytical skills, as well as a strong industry network, enabling you to recognize and invest in the next unicorns.

Corporate path

Graduates’ entrepreneurial experience makes them sought-after assets in corporate roles across any industry.

Business development

You will drive the company's growth in the US or EU markets thanks to your strong business acumen, excellent communication and interpersonal skills.

Marketing manager

Make an impact with powerful messages. Thanks to the lessons learned at Genoa ES, you will choose the best medium and audience to convey them.

Product management

Use your tech-business expertise to create impactful products. Genoa ES will prepare you to manage cross-functional teams for on-budget, timely delivery.

Engineering lead

Your technical expertise, and project management skills learned at Genoa ES make you the ideal candidate to oversee all the company’s engineering.

What does this Master's give you?

1. Unique insights

Learn from world class experts' life long learnings, saving time and gaining years of experience.

2. A Master's recognised in both the US and EU

Obtain a Master's from leading institutions to stand out in both sides of the Atlantic.

3. Network of industry leaders

Successfully launch, sell or raise thanks to a global network of mentors who are leaders in their field.

Students develop the technical and business skills essential for success in the EU and US startup ecosystems. Indeed, 73% of graduates have paying customers upon graduation. Moreover, with access to a prestigious network of US-EU universities, they stand out to employers and venture capitalists, elevating their careers on a global scale.

The tuition fee:

€ 23,000

over 4 installments or in 12 months

The scholarships:

DOWNLOAD SCHOLARSHIP INFORMATION 

Genoa ES students gain years of experience and network in just 8 months, without giving up a prestigious Master's.

Our universities' employment statistics

93%

Georgetown MiM students received an offer within six months of graduation Class 2022

\$84,030

Georgetown MiM students starting salary, Class 2022

Our universities' top employers

BANK OF AMERICA

J.P.Morgan

BARCLAYS

McKinsey & Company

BCG

Deloitte.

Morgan Stanley

Goldman Sachs

pwc



This program gives students a unique edge to **launch or work** in corporate **without any additional risk.**



John Paul Bennet

Director of Sales at Planet Fitness
\$2.1 bln valuation
Genoa ES mentor



I wish Genoa ES had existed when I was in college.

You don't just learn entrepreneurship, you experience it through **practical workshops and aspirational mentors.**

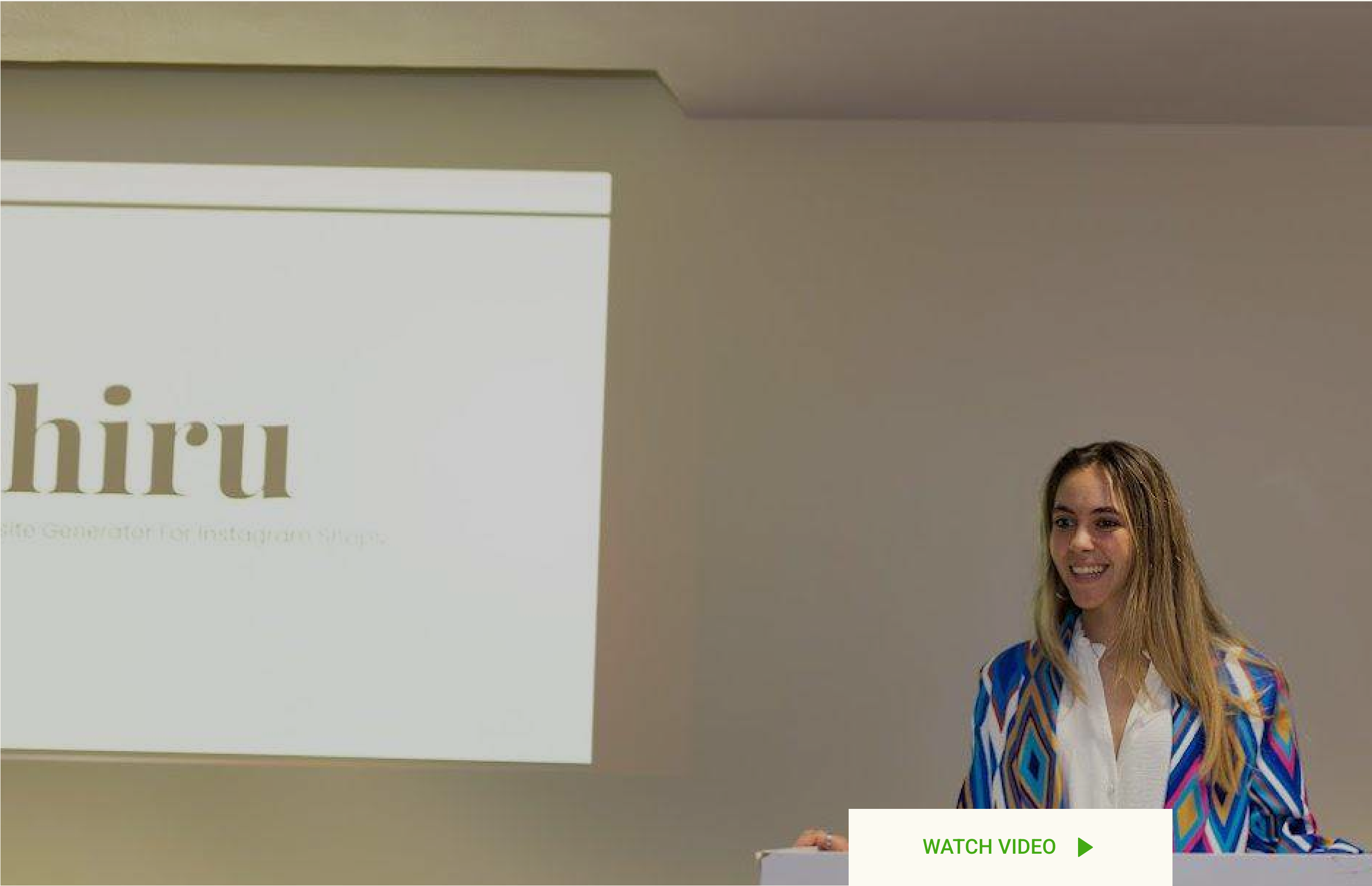


Eric Feunteun

Ex COO at Renault
\$55 bln valuation
Genoa ES mentor

Parents’ opinion

Being parents of an entrepreneur is never easy, especially when making decisions about their education. Here’s direct feedback from the parents of Marie, a Genoa ES graduate, about their opinion on their daughter attending the Master’s program after ESCP University.



[WATCH VIDEO](#) ►

“This course is the ideal place for students to launch themselves into life.”

Marie’s parents, student founder 2023

06

HOW TO APPLY



How to apply

+700 applications

Application received up to June 1st

20 students

Admission cap

01

Fill out the application form

02


Invitation to final interview

03

Successfully enroll by paying €2282


Requirements

- Bachelor’s degree.
- Minimum 3 months 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.



Go from zero to fundraising while obtaining a Master's

APPLY NOW ↗

Why applying to this Master?

Almost all our students raise funding.



Every person leading the course, including professors, has either founded a company while at university or invested in student-led ventures. The unique firsthand experience gives us a deep understanding of what it takes and the challenges students face. That's why we admit only 20 students and provide over 500 hours of practical 1:1 mentoring to each, without compromising on theory. This pioneering approach sets us apart from institutions like Oxford or Columbia while still maintaining the prestige and quality of a top university like Georgetown. As a result Genoa ES students are trusted and better prepared when speaking to investors or corporates, enabling them to achieve outstanding results at a young age.

What if my start up fails?

“Genoa ES prepare the students with the experience and **skills that are highly requested by any corporate** employer.”

Thaddeus Anim-Somuah
Global Senior Manager Sustainability at Philips
\$19 bln valuation



