



VENTURE DESIGN course **Information and application guidelines**

Are you a student enrolled in a Master's Degree Course in the School of Design and need to include an elective course in your study plan?

Among your options, you will find the new course "Venture Design".

Do you have an entrepreneurial idea you believe in?

Are you part of a motivated team ready to take it to the next level?

This course is made for you.

Venture Design is a brand-new **startup accelerator course** designed for students who want to turn their ideas into real entrepreneurial ventures. Over the course of one semester, teams will receive dedicated support to develop, test, and strengthen their ideas—step by step—until they're ready to pitch them in front of a panel of investors and experts.

Language: English

Credits: 6 CFU

Application: From 11 to 22 September at 12 PM

What will you do?

Throughout the course, your team will:

- Identify and validate the problem you want to solve,
- Deeply understand user needs,
- Design and prototype your solution,
- Define your business model,
- Build and deliver a compelling final pitch.

A unique opportunity across two top universities

The course is **co-designed and co-taught by faculty from Politecnico di Milano and MIT (Massachusetts Institute of Technology)**.

It is based on an original **design-driven methodology**, developed jointly by the two institutions.

The focus is on understanding real-world problems, identifying user needs, and **designing solutions that matter**—placing design at the heart of innovation.



The course will be held in English.

Who can apply?

The course is open to **student teams** with an early-stage business idea. To be eligible:

- Each team must include at least one student enrolled in a Master's Degree Course of the School of Design of the Politecnico di Milano,
- Other team members can come from different academic backgrounds or universities if in line with the following requirements:
 - all team members must be regularly enrolled students - Bachelor's or Master's level - at a university in Italy or abroad, and must retain student status until at least July 2027;
 - students in the team from other universities and who are not Italian citizens, must already hold a visa at the time of application or be able to obtain one by the start of the course (beginning of the second semester). Otherwise, they will not be able to enroll and will be removed from the team.

Students enrolled in the first year of the Master's Degree Programme in Product Service System Design (PSSD) are eligible to apply only if they move the "Service Design and Innovation" course to their second year of study. This is necessary because "Service Design and Innovation" and "Venture Design" are both scheduled on Tuesday afternoons during the second semester and therefore cannot be attended concurrently.

Why should you participate?

- Gain access to a **unique learning experience**, guided by faculty from Politecnico di Milano and MIT
- The whole team will have the possibility to participate in the course (which will be held every Tuesday afternoon during the second semester)
- Work hands-on with real tools and methods, validate your idea, and get ready to pitch
- Collaborate in a **multidisciplinary and international environment**, where **design is the driver of innovation**



How to apply

Students can express their interest by registering under the section 'Application for admission' → 'Admission to the selection process' → 'Venture Design Course' on the personalised services page.

To apply, you have to:

1. Form a team (we encourage applications of minimum 2 members), including **at least one student enrolled in a Master's degree course at the School of Design of the Politecnico di Milano.**
2. **Have an entrepreneurial idea** you want to explore and develop throughout the semester.
3. **Submit your application online** from 11 to 22 September at 12 PM
4. **Wait for the selection results** (24th September)

In the application form, you will have to upload:

1. A pdf with a description of your idea and related details. In particular:
 - Name of the idea
 - Short description
 - Describe the need, problem or opportunity your proposal is addressing.
 - Why is it important to address this need, problem or opportunity?
 - Describe the solution you are proposing
 - Describe your potential users or customers
 - How are your users or customers currently dealing with the need or problem you identified?
 - How is your proposed solution different from other solutions designed to fulfill the need, problem or opportunity you identified?
 - Provide 1-3 words that best describe the category or field of your venture/initiative. e.g., "transportation", "materials", "public health", etc...
2. A pdf listing all team members and their academic backgrounds. In particular, for all people in the team (please use the following fields to provide information for each member of the team):
 - Name
 - Surname
 - Age
 - Email
 - University of enrolment
 - Current degree programme and year of enrolment (please specify also if it is a bachelor or master program)
 - Any relevant experience the team member has for this proposal



- Will your team member be able to attend the course "Venture Design" in person? In case the whole team won't be in person, please specify why

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3. A short pdf presentation about your idea;

4. A pdf with your motivation for joining the course.

**Please note that each of the four files mentioned above must not exceed 20 MB.*

Interested students must send their material via the form above by the 22nd of September at 12PM.

Please ensure that you upload documents with all the required fields; otherwise, your application may be rejected.

The selection will be managed by a committee that will examine the materials received at the closing date of call.

The committee will evaluate:

- quality and feasibility of the proposed entrepreneurial idea (max 30 points)
- heterogeneity of the team (max 10 points)
- motivation to participate in the course (max 10 points)

To be eligible for selection, applications must achieve a minimum overall score of 25 out of 50 points.

The maximum number of teams that will be selected is 4.

However, the committee reserves the right to select more teams in the event of particularly interesting ideas.

Information session

If you would like to know more about the course, you can watch the recorded presentation available at the following link:

<https://tinyurl.com/venturedesigninfosession>

Selected teams will be notified by the 24th of September.

If you have any doubts or curiosity about the course, you can write to:

gianluca.carella@polimi.it