



VeniSIA

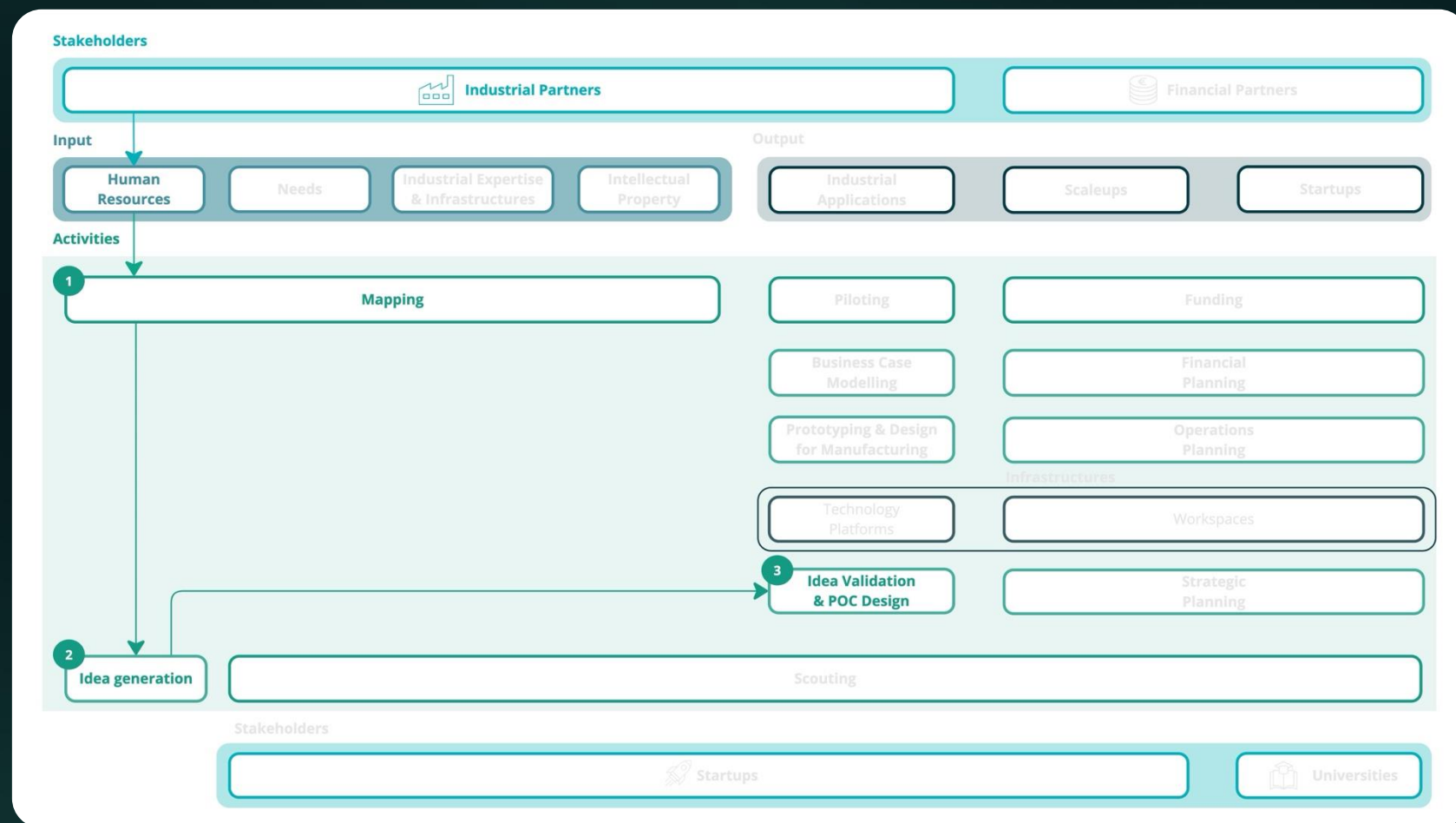


Ca' Foscari
University
of Venice
Spin Off



INTRAPRENEURSHIP
Human Venturing

Human Venturing Program

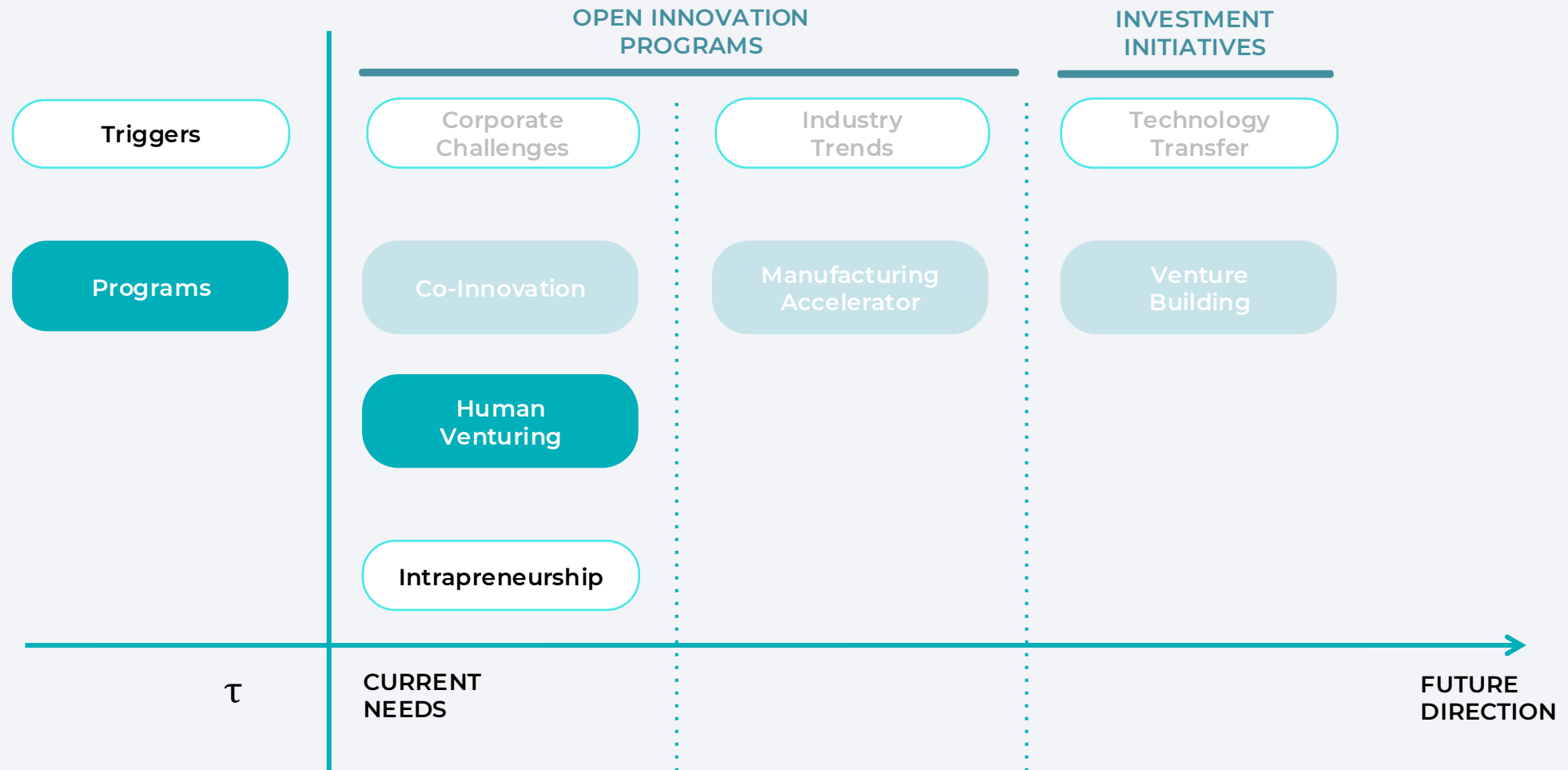


WE WORK WITH:

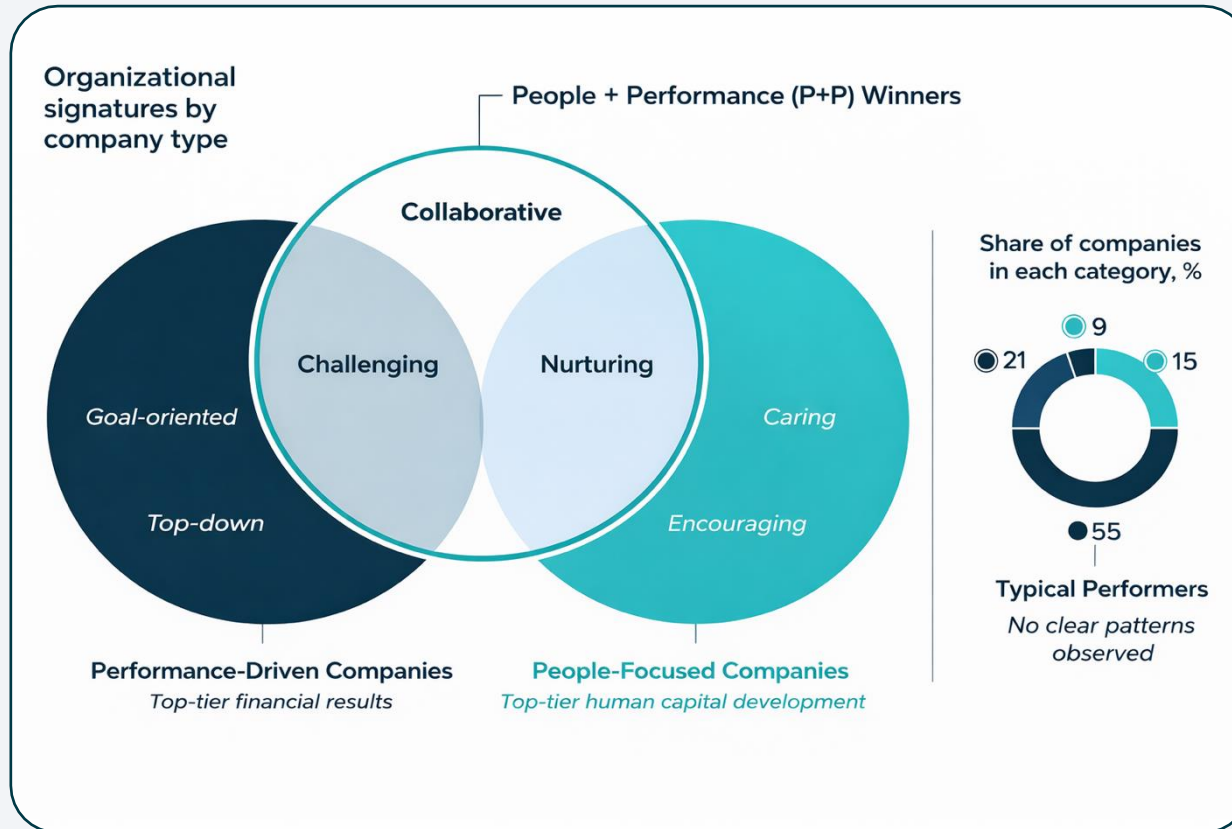


DēLonghi Group

Programs overview



Companies can gain a competitive edge with a dual focus on people and performance

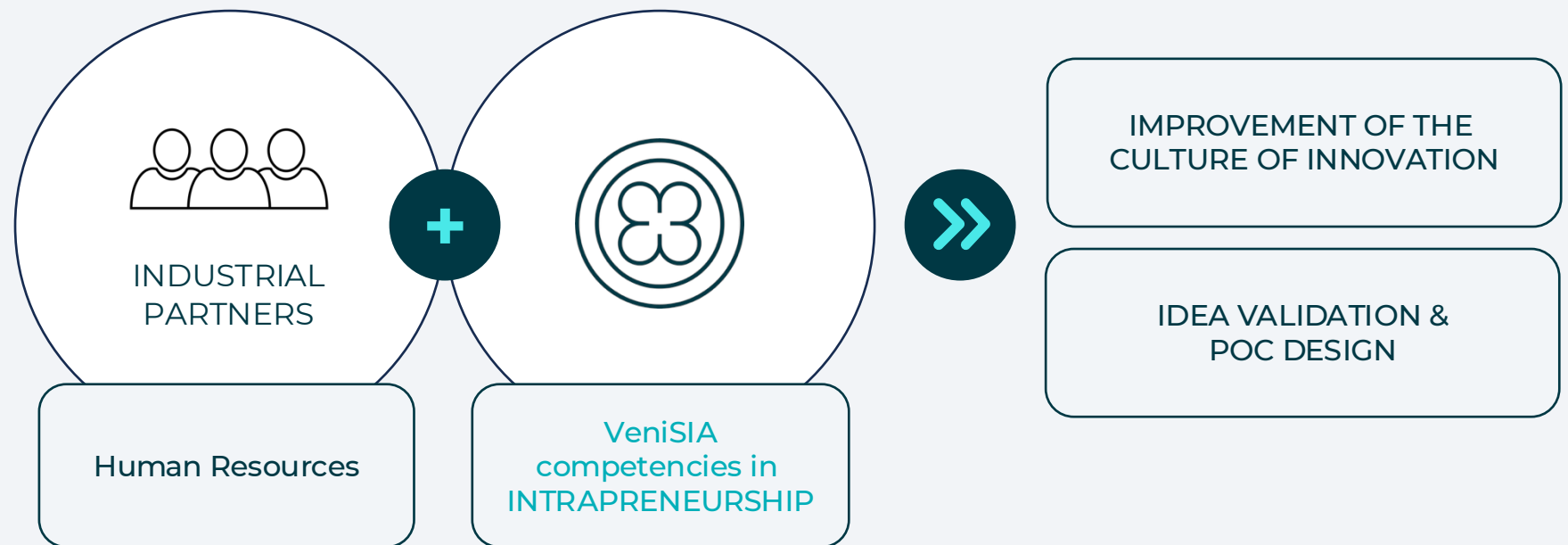


Source: [Performance through people, McKinsey Global Institute](#)

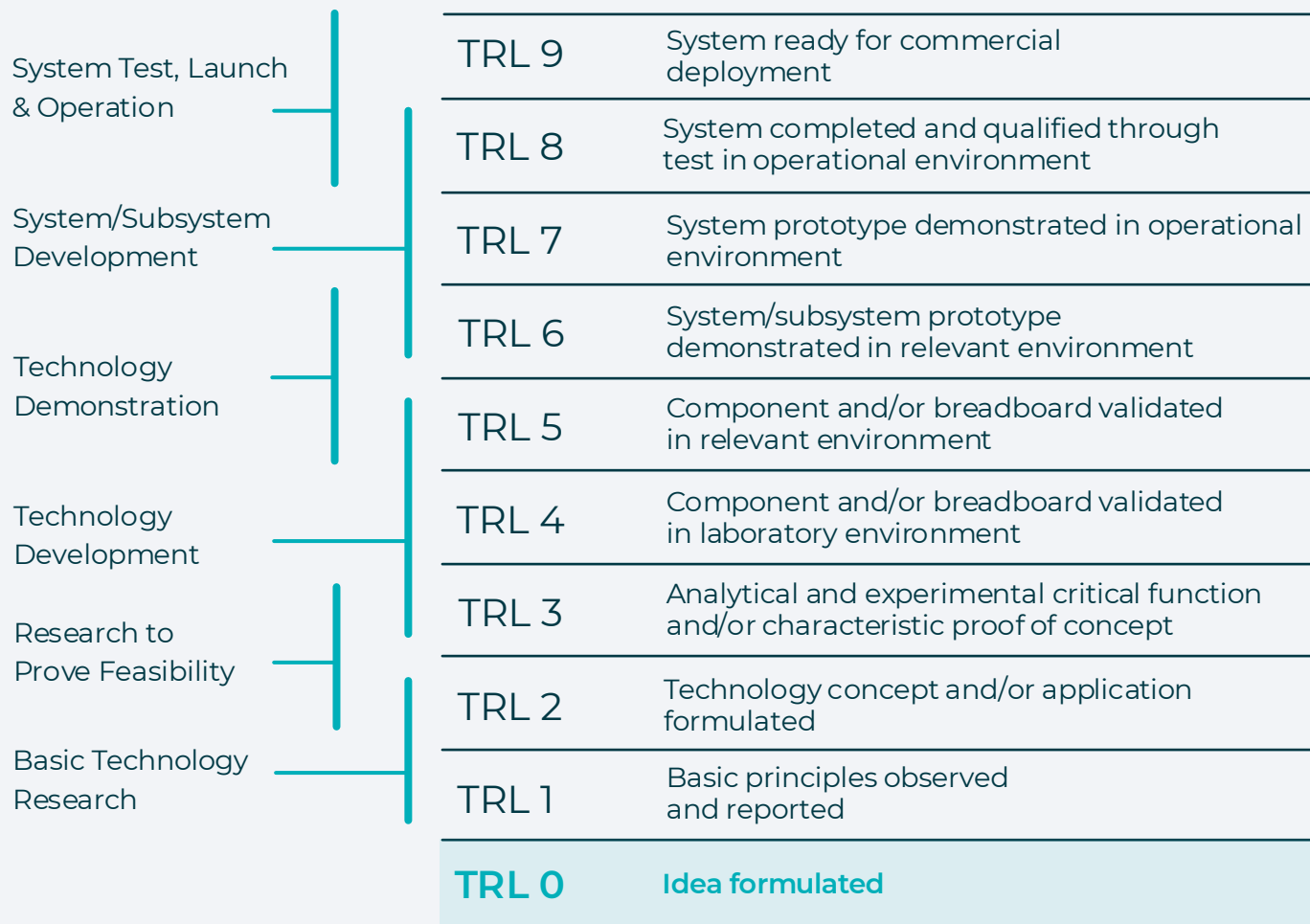
Operating model

VeniSIA's Human Venturing Program **empowers an organisation's human capital to transform ideas into new businesses** or business units.

It is designed to **reshape corporate culture by expanding employees' mindset** toward innovation and problem-solving, fostering an **entrepreneurial approach** within the organisation.



Program TRL target



The Human Venturing Program initiates the process of idea generation, with its primary output being the formulation of early-stage concepts. As such, the program targets TRL 0 as its core focus.

Legenda:

TRL=
Technology
Readiness Level

Phase

00

Kick-off

2h

Launch and presentation of the program with an online or in-person kick-off meeting.

Phase

01

Education

DAY 1 | 4h

The Education phase includes a training session followed by the presentation of the challenge brief and inspirational cases. It ends with the team formation, based on psychotypes analysis.

Phase

02

Divergence Workshop

DAY 2 | 4h

The divergence workshop is a participatory session focused on idea generation.

Phase

03

Convergence Workshop

DAY 3 | 4h

The convergence phase involves refining ideas and identifying key needs to structure them coherently and develop an initial business model.

Phase

04

Pitch Lab

DAY 4 | 4h

This phase includes a training session followed by group work, where teams develop an effective pitch to present their idea.

Phase

05

Closing Pitch

2h

The teams present their pitches to company management.

Benefits for Industrial Partners



Valorization of Human Capital

Maximize the potential and talent of your people.



Improvement of the Culture of Innovation

Spread the culture of innovation within the company.



Strengthen Talent Retention

Strengthen the bond between human resources and the company.



Enhancement of the Employer Branding

Promote a positive corporate image to attract top talents.



Launch of New Products

Find new products and services to be launched on the market.



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