

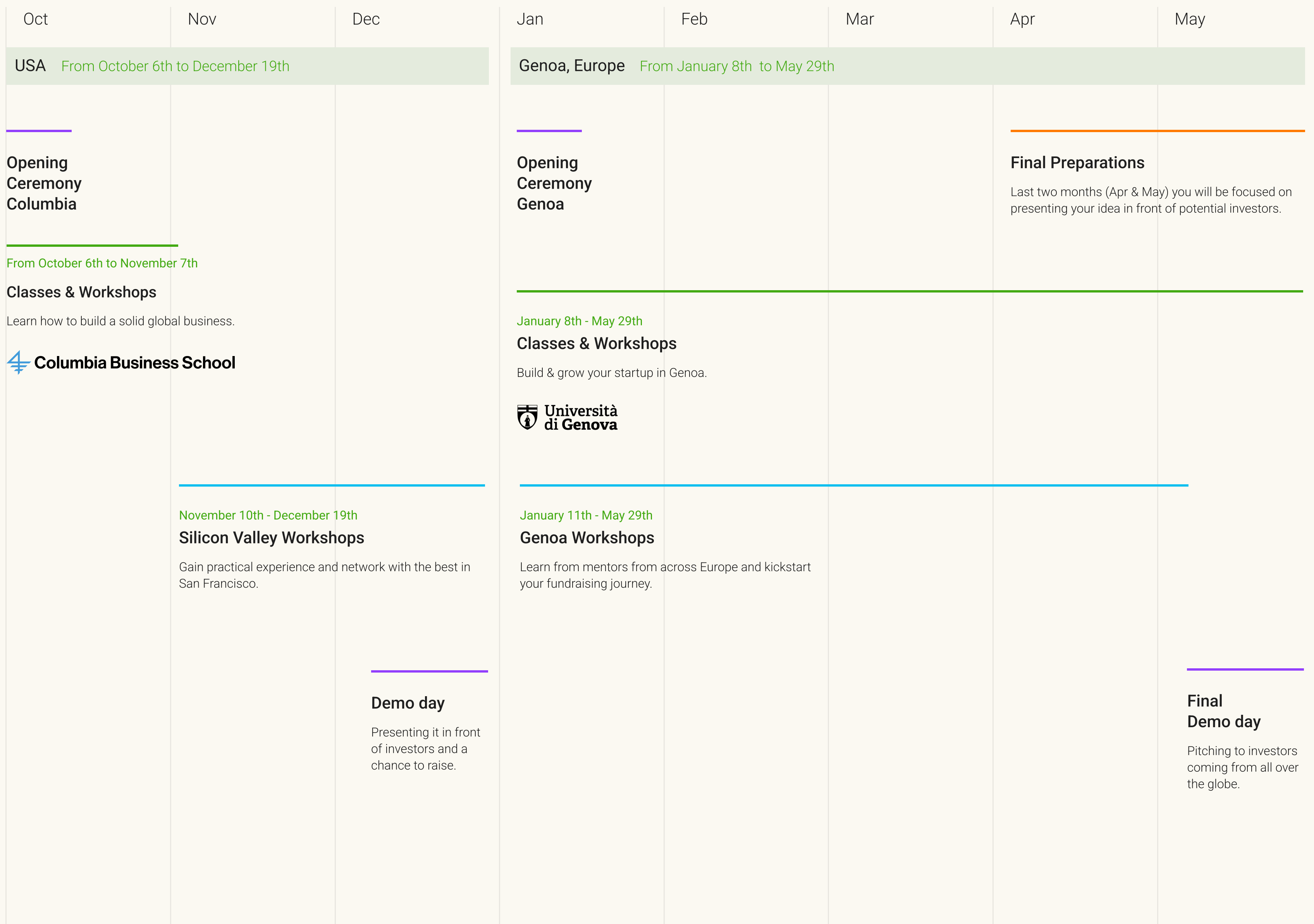
Explore your Genoa 2027-28 calendar

Full year with talents, mentors, investors and much more...

How your year looks like

Dates and session times could slightly vary.

■ 1:1 Mentorship Session
 ■ Theoretical Class
 ■ Mentor Workshop
 ■ Events & Activities
 ■ Collaboration & Management



The full program schedule is outlined below.

Explore the key activities of the Genoa program across New York, San Francisco, and Genoa.

By the end of your Genoa journey

You will be recognised and skilled to work in both the US and EU markets, thanks to the curriculum offered by Columbia Business School and La Sapienza.

Week 1 - 6 October

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

Mon

8.30 AM - 9:15 AM

Welcome and Program introduction

9:15 AM - 12:15 AM

Entrepreneurial Principles: Picking Winners
 prof. Murray Low

1:15 PM - 4:45 PM

Social Styles
 prof. Joann Baney

Tue

9 AM - 5:30 PM

New York City Tour

Wed

9 AM - 10:30 AM

Columbia Campus Tour

12 PM - 4:30 PM

Networking with Columbia Entrepreneurship Students

Thu

9 AM - 10:30 AM

How to verify if your idea is good
 Guido Torrini

1:1 Mentor Session

12 PM - 1:30 PM

How to validate your problem
 Sahil Sinha

1:1 Mentor Session

Fri

9 AM - 12 AM

Entrepreneurial Principles: Managing Growth
 prof. Murray Low

1:00 PM - 4 PM

Quantitative Intuition
 prof. Oded Netzer

Week 2 - 13 October

Mon

9 AM - 10 PM

Customer discovery challenge

Tue

9 AM - 10 PM

Customer discovery challenge

Wed

9 AM - 10:30 AM

How to identify customer pain points
 Ilyas Frenkel

1:1 Mentor Session

Thu

9 AM - 10:30 AM

How to create your hypothesis and OKRs
 Chafik Belhaoues

Fri

9 AM - 10:30 AM

Co founder matchmaking event

8 PM

Genoa Welcome Dinner



Week 3 - 20 October

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

Mon

9 AM - 12 PM

Negotiation vs
Persuasion
prof. Bob Bontempo

1 PM - 4 AM

Networking
prof. Jerry Kim

Tue

9 AM - 10:30 AM

How to perfectly
launch
Ian Tracey

1:1 Mentor Session

Wed

9 AM - 10:30 AM

How to select the right
people and make them
join your venture
Lycurgo Vidalakis

1:1 Mentor Session

Thu

12 PM

Co founder matching
networking event

Fri

9 AM - 10:30 AM

From 0 to IPO: the
foundations
Ugo Di Girolamo

1:1 Mentor Session

Week 4 - 27 October

■ Theoretical Class
 ■ Mentor workshop
 ■ Events & activities
 ■ Collaboration & management

Mon

5 PM - 7 PM

How to translate a business need into a tech solution
 Santiago Martí

Tue

4 PM - 6 PM

How to build a one liner pitch
 John Paul Bennet

6 PM - 8 PM

How to call your ICP
 John Paul Bennet

Wed

9 AM - 10:30 AM

How to legally establish a company
 Maxime Laurent

12 PM - 1:30 PM

Basic law to get started
 Maxime Laurent

Fri

1 PM - 3 PM

How to get a call with your ICP
 Thomas Sherman

Sat

1 PM - 3 PM

How to find your first customer
 Thomas Sherman

Week 5 - 3 November

Mon

9 AM - 10:30 AM

How to create effective sentences for your MVP
 Richard Mokuolu

12 PM - 1:30 PM

How to make sure people love your product
 Richard Mokuolu

1:1 Mentor Session

Tue

9 AM - 10:30 AM

How to find your co founder
 Edoardo Serra

1:1 Mentor Session

Wed

9 AM - 10:30 AM

How to make sure your product stands out
 Edoardo Serra

1:1 Mentor Session

Thu

9 AM - 10:30 AM

Pitch Practice

Fri

9 AM

Columbia Closing Ceremony



Week 6 - 10 November

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

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30 AM How to master your product storytelling Vittorio Viarengo	9 AM - 10:30 AM How to build a seamless customer journey Vittorio Viarengo	12 PM - 4 PM Networking event with Y Combinator Founders	9 AM - 10:30 AM How to attract talent Vittorio Viarengo	12 PM - 4 PM Team Retro
1:1 Mentor Session	1:1 Mentor Session		1:1 Mentor Session	

Week 7 - 17 November

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30 AM How to retain your first customers Pancrazio Auteri	9 AM - 10:30 AM How to build a product for the masses Alessandro Cannas	9 AM - 10:30 AM How to build products for businesses Pancrazio Auteri	Sales workshop at Stripe	9 AM - 10:30 AM How to increase retention Alessandro Cannas
1:1 Mentor Session	1:1 Mentor Session	1:1 Mentor Session		3 PM Team Retro

Week 8 - 24 November

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30 AM How to attract AI talent Davide Testuggine	9 AM - 10:30 AM How to effectively run a team Andrea Esposito	How to leverage AI talent at Meta	9 AM - 10:30 AM How to prepare your sales Alessandra Costa	3 PM Team Retro
1:1 Mentor Session	1:1 Mentor Session		1:1 Mentor Session	



Week 9 - 1 December

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

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30 AM How to sell B2B Flavia Correa	How to manage teams at Tesla Factory	9 AM - 10:30 AM How to be fully ready for fundraising Danielle Strachman	9 AM - 10:30 AM How to convince your lead Danielle Strachman	3 PM Team Retro
1:1 Mentor Session		1:1 Mentor Session	1:1 Mentor Session	

Week 10 - 8 December

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30AM How to create FOMOs and manage NOs Douglas Leone	9AM - 10 PM Networking challenge	9AM - 10 PM Hypothesis challenge	9AM - 10 PM Inbound challenge	Product mix workshop at Microsoft
1:1 Mentor Session				

Week 11 - 15 December

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30 AM Pitch Simulation Alessandro Puppo	9 AM - 10:30 AM How to find the right investor & break the ice Douglas Leone	How build product for the masses at Google Plex	9 AM - 10:30 AM Investor call simulation Danielle Strachtman	Building sticky products at Notion
1:1 Mentor Session	1:1 Mentor Session		1:1 Mentor Session	3 PM Team Retro



Week 12 - 5 January

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

Mon	Tue	Wed	Thu	Fri
			9 AM - 10:30 AM Competitive analysis and benchmarking prof. Dario Guarascio	3 PM Team Retro
			11 AM - 7 PM How to indentify your ideal market Dax van Poortvliet	9 AM - 7 PM How to identify your ICP Dax van Poortvliet
			1:1 Mentor Session	1:1 Mentor Session

Week 13 - 12 January

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30 AM Startups growth forecast prof. Dario Guarascio	9 AM - 7 PM How to build your brand identity Aaron Helth	9 AM - 10:30 AM European business law prof. Francesca Romana Lenzi	9 AM - 7 PM How to design your website Aaron Helth	9 AM - 10:30 AM Macroeconomic trends and startup strategy prof. Roberto Pasca di Magliano
	1:1 Mentor Session		1:1 Mentor Session	3 PM Team Retro

Week 14 - 19 January

Mon	Tue	Wed	Thu	Fri
9 AM - 7 PM How to design your logo Jacquelyn Heth	9 AM - 10 PM Kickstarter campaign challenge	9 AM - 9 PM Design your assets Jacquelyn Heth	9 AM - 2 PM Networking with STEM students from the University of Genoa to find new developers	12 PM - 1:30PM Data-driven analysis of economic indicators prof. Roberto Pasca di Magliano
1:1 Mentor Session		1:1 Mentor Session		3 PM Team retro



Week 15 - 26 January

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

Mon	Tue	Wed	Thu	Fri
<p>9 AM - 9 PM</p> <p>How to build your marketing campaign Sigrun Rodrigues</p>	<p>9 AM - 10:30 AM</p> <p>Financial forecasting and risk analysis prof. Dario Guarascio</p>	<p>10 AM - 6 PM</p> <p>Intro to YouTube and podcasts Sigrun Rodrigues</p>	<p>9 AM - 10:30 AM</p> <p>Startup expansion prof. Roberto Pasca di Magliano</p>	<p>9 AM - 10:30 AM</p> <p>Startup history prof. Daniel Pommier Vincelli</p>
<p>1:1 Mentor Session</p>		<p>1:1 Mentor Session</p>		<p>3 PM</p> <p>Team Retro</p>

Week 16 - 2 February

Mon	Tue	Wed	Thu	Fri
<p>9 PM - 8 PM</p> <p>How to retain the first customer David Rivier</p>	<p>9 PM - 8 PM</p> <p>How to build your user base David Rivier</p>		<p>9 AM - 10:30 AM</p> <p>Startup performance metrics and KPIs prof. Dario Guarascio</p>	<p>12 PM - 1:30 PM</p> <p>Human capital and economic development prof. Roberto Pasca di Magliano</p>
<p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>			<p>3 PM</p> <p>Team Retro</p>

Week 17 - 9 February

Mon	Tue	Wed	Thu	Fri
<p>12 PM - 1:30 PM</p> <p>Startup valuation prof. Roberto Pasca di Magliano</p>	<p>9 AM - 10:30 AM</p> <p>Startup economics prof. Mario Carta</p>	<p>9 AM - 12:30 PM</p> <p>How to analyze your data Francesco Boano</p>	<p>12 PM - 5 PM</p> <p>Build a data-driven strategy Francesco Boano</p>	<p>9 AM - 10:30 AM</p> <p>Performance management and evaluation prof. Mario Carta</p>
		<p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>3 PM</p> <p>Team Retro</p>



Week 18 - 23 February

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

Mon	Tue	Wed	Thu	Fri
9 AM - 10:30 AM European business law prof. Francesca Romana Lenzi	12 PM - 1:30 PM How write a go-to-market strategy Francisco Ruiz	12 PM - 5:30 PM How to define when pivot Francisco Ruiz	9 AM - 10:30 AM Validating product with A/B testing prof. Dario Guarascio	9 AM - 13 AM Company visit @IIT
	1:1 Mentor Session	1:1 Mentor Session		3 PM Team Retro

Week 19 - 23 February

Mon	Tue	Wed	Thu	Fri
9 AM - 9 PM How to follow up and build a relationship Eric Feunteun	9 AM - 5 PM How to prepare the best proposal and close a sale Eric Feunteun	9 AM - 1 PM How to iterate your product Eric Wang	9 AM - 5 PM How to find the right price and measure revenue Eric Wang	3 PM Team Retro
1:1 Mentor Session	1:1 Mentor Session	1:1 Mentor Session	1:1 Mentor Session	

Week 20 - 3 March

Mon	Tue	Wed	Thu	Fri
9 AM - 7 PM How to close your first pilot Pierre Voineau	1:1 Mentor Session	9 AM - 7 PM How to analyze your product data Pierre Voineau	10 PM - 1:30 PM Company visit @HITACHI Robotics	3 PM Team Retro
1:1 Mentor Session		1:1 Mentor Session		



Week 21 - 2 March

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

Mon	Tue	Wed	Thu	Fri
<p>9 AM - 7 PM</p> <p>How to prioritise your day to day Thaddeus Anim-Somuah</p>	<p>1:1 Mentor Session</p>	<p>9 AM - 7 PM</p> <p>How to define your price strategy Thaddeus Anim-Somuah</p>	<p>12 PM - 1:30 PM</p> <p>How to use support and feedback to grow Prasanna Sankar</p>	<p>1:1 Mentor session</p>
<p>1:1 Mentor Session</p>		<p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>3 PM</p> <p>Team Retro</p>

Week 22 - 17 March

Mon	Tue	Wed	Thu	Fri
<p>9 AM - 7 PM</p> <p>How to create the perfect community Stefano Giaccone</p>	<p>9 AM - 7 PM</p> <p>How to channel your brand Stefano Giaccone</p>	<p>1:1 Mentor Session</p>	<p>1:1 Mentor session</p>	<p>3 PM</p> <p>Team Retro</p>
<p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>			

Week 23 - 9 March

Mon	Tue	Wed	Thu	Fri
<p>9 AM - 7 PM</p> <p>How to master email marketing Anastazja Kolcowa</p>	<p>1:1 Mentor Session</p>	<p>9 AM - 7 PM</p> <p>How to craft a compelling story Anastazja Kolcowa</p>	<p>1:1 Mentor Session</p>	<p>9 AM - 1 PM</p> <p>Company visit @Leonardo</p>
<p>1:1 Mentor Session</p>		<p>1:1 Mentor Session</p>		<p>3 PM</p> <p>Team Retro</p>



Week 24 - 16 March

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

Mon	Tue	Wed	Thu	Fri
<p>9 AM - 7 PM</p> <p>How to negotiate Sauraj Gambhir</p> <hr/> <p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>9 AM - 7 PM</p> <p>How to craft the right emails for B2B sales Sauraj Gambhir</p> <hr/> <p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>3PM</p> <p>Team Retro</p>

Week 25 - 23 March

Mon	Tue	Wed	Thu	Fri
<p>9 AM - 7 PM</p> <p>How to use LinkedIn to get leads Boris von Bieberstein</p> <hr/> <p>1:1 Mentor Session</p>	<p>9 AM - 7 PM</p> <p>How to find and connect to your lead Boris von Bieberstein</p> <hr/> <p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>3 PM</p> <p>Team Retro</p> <hr/> <p>1:1 Mentor Session</p>

Week 26 - 30 March

Mon	Tue	Wed	Thu	Fri
<p>9 AM - 7 PM</p> <p>How to create network effects Marisa Krummrich</p> <hr/> <p>1:1 Mentor Session</p>	<p>9 AM - 7 PM</p> <p>How to select the right angel Marisa Krummrich</p> <hr/> <p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>	<p>3 PM</p> <p>Team Retro</p>



Week 27 - 6 April

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

Mon	Tue	Wed	Thu	Fri
	<p>9 AM - 7 PM</p> <p>Practicing and iterating Massimo Vanzi</p>	<p>9 AM - 7 PM</p> <p>How to fundraise in Europe Massimo Vanzi</p>	<p>1:1 Mentor session</p>	<p>1:1 Mentor session</p>
	<p>1:1 Mentor session</p>	<p>1:1 Mentor session</p>		<p>3 PM</p> <p>Team Retro</p>

Week 28 - 13 April

Mon	Tue	Wed	Thu	Fri
<p>Pitch Deck Working session</p>	<p>9 AM - 12 PM</p> <p>How to master all aspects of fundraising Andres Blazquez</p>	<p>1:1 Mentor Session</p>	<p>Pitch Deck Working session</p>	<p>3 PM</p> <p>Team Retro</p>
	<p>1:1 Mentor Session</p>			

Week 29 - 20 April

Mon	Tue	Wed	Thu	Fri
<p>12 PM - 1:30 PM</p> <p>Partner call simulation Andres Blazquez</p>	<p>Pitch Deck Review</p>	<p>Pitch Deck Working session</p>	<p>1:1 Mentor Session</p>	<p>1:1 Mentor Session</p>
<p>1:1 Mentor Session</p>				<p>3 PM</p> <p>Team Retro</p>



Week 30 - 27 April

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

Mon	Tue	Wed	Thu	Fri
	Pitch Deck Review	1:1 Mentor Session	Pitch simulation	Pitch simulation
				3 PM Team Retro

Week 31 - 4 May

Mon	Tue	Wed	Thu	Fri
1:1 Mentor Session	Pitch simulation	1:1 Mentor Session	Pitch simulation	3 PM Team Retro

Week 32 - 4 May

Mon	Tue	Wed	Thu	Fri
1:1 Mentor Session	Pitch simulation	1:1 Mentor Session	Pitch simulation	3 PM Team Retro

Week 33 - 4 May

Mon	Tue	Wed	Thu	Fri
1:1 Mentor Session	Pitch simulation	1:1 Mentor Session	Pitch simulation	3 PM Team Retro

Week 34 - 11 May

Mon	Tue	Wed	Thu	Fri
Pitch simulation	Pitch simulation	Pitch simulation	Pitch simulation	Final demo day Pitching to investors coming from all over the globe



Need assistance?

Connect with us via admission@genoaes.com