

# **TACC PROJECT**

## **Training for Automotive Companies Creation**

Third Edition 2019/2020

### **CONCEPT**

The University of Modena and Reggio Emilia support an innovative Entrepreneurship training program specific to the automotive industry, TACC - Training for Automotive Companies Creation. The project, at its third edition, it is into the International Academy for Advanced Technologies in High-Performance Vehicles and Engines of UNIMORE. TACC is an integral part of AUTOMOTIVE INNOVATION HUB, born in 2017 to experience the trends driving the transformation of the car world: electric car, connectivity, self-driving car and new forms of mobility.

"A revolution is going on in the automotive sector - perhaps the biggest in car history - that is changing the way of designing, producing and selling cars. But there is more: digital revolution is also affecting the way customers interact with the vehicle and the very concept of mobility." In 2030, in the world's major metropolitan areas, 30% of the new cars sold could be electric, 15% self-driving and 10% used in share"(cf. McKinsey & Company Italy, December 2016).

TACC fits in this fast-changing environment, characterized by a strong technological component. TACC is a training course, unique in the Italian academic system, for those who want to understand, study but above all, to engage in entrepreneurship and innovation in the automotive field.

### **IMPACT**

TACC aims to promote the development of entrepreneurial attitudes and skills and trains students in the culture of innovation and enterprise. It provides the opportunity to learn theories, methods, and tools to handle any challenge that an automotive company can face: from product development to market definition, the exploration of financing opportunities, the articulation of creative processes, the design and adoption of a new business model. In addition, through mentoring, incubation and prototyping, participants will develop analytical and strategic skills needed to create new business realities, to fuel the supply chain of innovative products and services into the Motorvalley, ecosystem which is unique in the world. The aim of the initiative is, on the one hand, cultural, on the other, local, by having an impact on the territory, resulting from new entrepreneurship in the automotive field.

**TACC Unimore**

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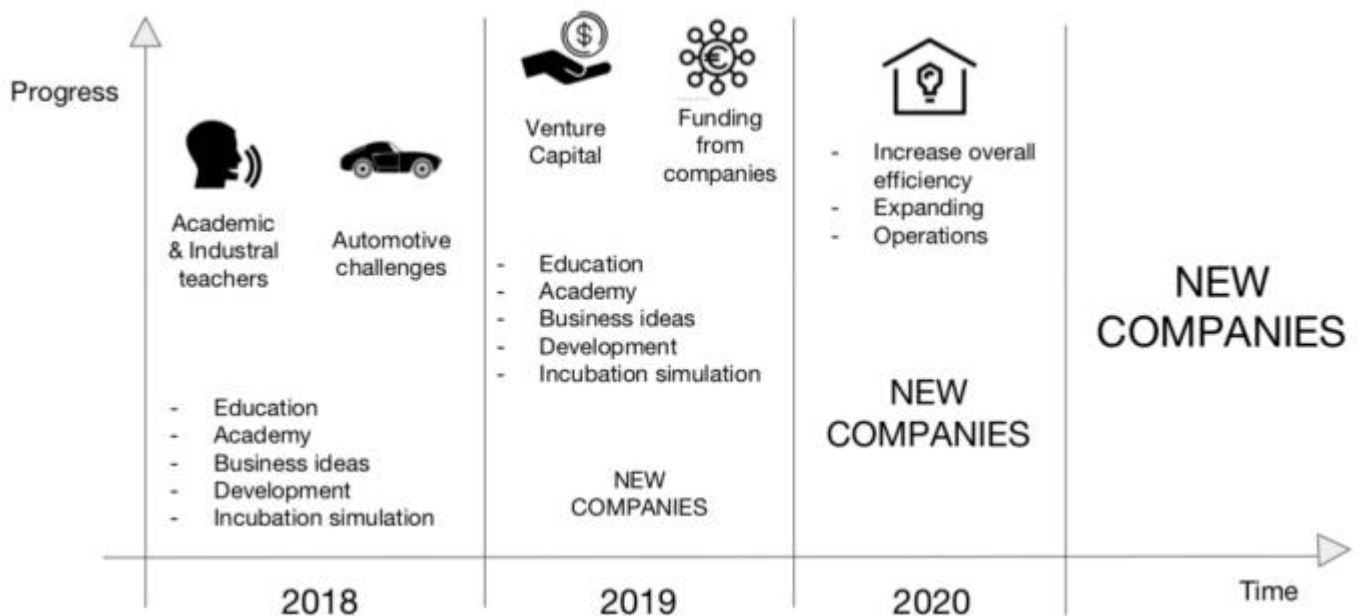
  
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In the first edition (2018), the educational aspect has been developed by activating two courses (TACC1 and TACC2) as part of the Academy's initiatives. This allowed to refine the training course, but that was the first test bench to aggregate all the components (Businesses, Business Angel, Venture, etc.) needed to ensure the effective realization of entrepreneurial ideas as a result of the process. This does not prevent the emergence of new companies from the very beginning, based on particularly convincing and immediately interesting entrepreneurial ideas for the project partners.

In the second edition (2019), a systematic approach is structured and all the tools needed to create a business are developed. This has optimized the number of business ideas converted into successful businesses. The consolidation of the initiative in all its parts is foreseen for the third edition (2020).



## PARTNERS

The promoters of the project are UNIMORE and AVL, the biggest private research and development company in the world - besides simulation and testing - of propulsion systems, from internal combustion engines to electric motors. The partners of this program are Fondazione Cassa di Risparmio di Modena and Democenter-SIPE. TACC Unimore is realized thanks to the support of Autodromo di Modena, BPER – Banca Popolare dell’Emilia Romagna and Sifà, Fondazione Brodolini, Tecnopolo of Modena, and Stars&Cows.

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## TARGET

Students who want to be entrepreneurs and to acquire transversal skills for the development of the spirit of enterprise, to come up with business idea in order to create a start-up in the automotive field.

The automotive area usually is an industry that seeks and welcomes talents of all kinds and enhances the heterogeneous context: from engineering to communication, from economics to social sciences, from design to corporate organization, from case law to marketing, from computer science to chemistry and psychology.

TACC is open to PhD students, students of Master's Degree and 5-year combined Bachelor' s/Master's degree. The selection will be in 2 steps: 1) Curricula Assessment, 2) the Business Opportunity Analysis Test and the groups work test.

## PROGRAM

The program includes lessons with the involvement of managers, participation in national and international fairs, workshops corporate visits, supplementary seminars, prototyping, design and validation sessions for their start-up project.

TACC - Training for Automotive Companies Creation program is divided into two courses: TACC 1 (from March to June) and TACC 2 (from September to January).

Each stage duration is 120 hours; the students, in addition to the class activities, will participate in activities as workshops, company visits, group works etc. to improve their learning experience. All lessons will be in English.

The main contents are:

### **TACC 1 March - June 2021**

Lesson 0: Automotive 2050: prospects, challenges and technologies for the future mobility;

Lesson 1: What is a Start-up?

Lesson 2: Business Model Creation

Lesson 3: Leadership & Team Empowerment

Lesson 4: Business Planning

Lesson 5: The Lean Start-up Approach

Lesson 6: Market & Marketing Strategies

Lesson 7: HR & Organization

Lesson 8: Finance the new ventures

Lesson 9: The art of pitching

Lesson 10: Scaling a Start-up

Lesson 11: Storytelling & Public Speaking

Project Work Activities

Design Thinking Lab.

National Mobility: company visits.

International Mobility: Graz Experience & AVL visit.

Final Presentation & EXPO business ideas

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## TACC 2 September 2020 - January 2021

Lesson 1: Business Model & Business Plan

Lesson 2: Legal and Intellectual Property

Lesson 3: Agile development & Project Management

Lesson 4: Sales, business development and cooperation

Lesson 5: Funding & Investment

Lesson 6: Presenting and Negotiation

Project Work Activities

National mobility: perfect pitching (CDI - Labs Torino)

International Mobility: International Startups festival.

Events: StartCup Emilia Romagna, PREMIO MOBILITÀ

Final Presentation & EXPO

## PROJECT WORK

The final output of the project (at the end of TACC 1 and TACC 2) will be a Project Work including a business model, a business plan, a potential market research and a business organization, developed under the supervision of the Faculty members and the support of assigned Academic Tutors and Mentors.

## CREDITS

Students enrolled at the University of Modena and Reggio Emilia will receive academic credits in the course of the "Student's choice activities" or "Further training activities" provided by the Courses of study. Credit allocation is conditional upon participation in 80% of the lessons, in the session pitch at the end of the semester and after evaluation by the Commission of the final project work.

## CONTACTS

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