

SUMMER SCHOOL ENTREPRENEURSHIP

JANUARY 8 - 12, 2024

EMBRACE YOUR FIRST STARTUP EXPERIENCE

Learn within a week how to come up with innovative and creative ideas for your Startup and practice solving a real challenge for our industrial partner.

DAILY FROM 9 AM – 3 PM

Day 1:

- Getting to know each other & team building
- History and context of entrepreneurship (definitions and terminology)
- Definition of Startups & Ecosystems
- Differentiation Entrepreneurship & Innovation
- Classification "Entrepreneur" in an economic context
- Practical examples & roll models
- Team assignment

Day 3:

- Role Model Example (Viktor from Germany & HCLA)
- Business Model Development (Business Model Canvas)
- Market and Competitor Analyses (SWOT Analysis)
- Introduction to Entrepreneurial Marketing & Sales

Day 5:

- Final preparations for the partner
- Closing Pitch
- Q&A
- Feedback round & Get together

Day 2:

- Presentation of the partners and mentors
- Presentation of the Challenge(s)
- Design Thinking Workshop (problem to prototype including interviews on campus)
- Marshmallow Challenge
- Initial solutions in the teams

Day 4:

- Financing options: from bootstrapping to investors
- Shark Tank Example
- Learn how to pitch
- Pitch exercises & preparations

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