

Startup Summer Camp 2018

Sustainable Innovation

Create your Business Model!

Tag 1 – Montag, 24. September 2018

8.30 – 9.00	Registration, Summer Camp Documents and Coffee & Tea
9.00 – 9.30	A Warm Welcome and Group Warmup (Moderation: Marco Di Giacomo, GründerWERK)
9.30 - 10.00	Welcoming and Presentation of the Summer Camp Program 2018 (Prof. Dr. Andrea Wechsler & Prof. Dr. Claus Lang-Koetz & Prof. Dr. Thomas Hensel)
10.00 – 12.00	Technology & Idea Pitch: Your Team, your Idea, your Technology I Teamwork: Technologiebrainstorming (Moderation: Prof. Dr. Katja Puteanus-Birkenbach; Marco Di Giacomo, beide GründerWERK)
12.00 – 13.00	Lunch Break (Direct Payment)
13.00 – 14.30	Input & Teamwork: Your Team, your Idea and your Technology II: Build up your Team! (Annika Theobald, HEED und Gründerin Abertausend GbR)
15.00 – 17.30	Input: Design Thinking I – Basics and Exercises (Annika Theobald, HEED und Gründerin Abertausend GbR)
17.30 – 18.00	Recap of the Day – Team Reflection – Planning Next Day

Tag 2 – Dienstag, 25. September 2018

8.45 – 9.00	Meetup and Coffee & Tea
9.00 – 9.15	Warmup
9.15 – 12.00	Input: Design Thinking II – Create your Business Idea - Observe & Understand. Teamwork: Find your Perfect Customer and Understand his Problems & Needs (Marco Di Giacomo, Gründer WERK und Gründer Abertausend GbR)
12.00 – 13.00	Lunch Break (Direct Payment)
13.00 – 17.00	Input & Teamwork: Sustainable Innovation I Create a Great Sustainable Business Idea (Prof. Dr. Claus Lang-Koetz und Dipl.-Ing. Philipp Preiss, INEC Institute for Industrial Ecology)
17.15 – 18.00	Startup Story I (N.N.)

Tag 3 – Mittwoch, 26. September 2018

8.45 – 9.00	Meetup and Coffee & Tea
9.00 – 9.15	Warmup
9.30 - 10.15	Input & Teamwork: Your Value Proposition Canvas. Find a new Point of View. (Prof. Dr. Katja Puteanus-Birkenbach, GründerWERK)
12.00 – 13.00	Lunch Break (Direct Payment)
13.00 – 14.30	Input & Teamwork: Lean Startup I Your Customer and your Business Model. Create a Customer Journey Map (Marco Di Giacomo, GründerWERK und Gründer Abertausend GbR)
15.00 – 16.30	Input & Teamwork: Design Thinking III – Prototyping (Marco D Giacomo, GründerWERK und Gründer Abertausend GbR)
16.45 – 17.30	Prototype Presentation & Feedback
17.30 – 18.00	Recap of the Day – Team Reflection – Planning Next Day

Tag 4 – Donnerstag, 27. September 2018

8.45 – 9.00	Meetup and Coffee & Tea
9.00 – 9.15	Warmup
9.15 – 12.00	Input & Teamwork: Lean Startup II Let's Talk About Money! How to Finance your Startup. (N.N.)
12.00 – 13.00	Lunch Break (Direct Payment)
13.00 – 17.00	Input & Teamwork: Sustainable Innovation II Vision, Mission, Values (Dipl.-Ing. Philipp Preiss, INEC Institute for Industrial Ecology)
17.15 – 18.00	Startup Story II (N.N.)

Tag 5 – Freitag, 28. September 2018

8.45 – 9.00	Meetup and Coffee & Tea
9.00 – 9.15	Warmup
9.30 - 12.00	Input & Teamwork: Lean Startup III Marketing: Key Message and Price, Distribution, Communication (Prof. Dr. Katja Puteanus-Birkenbach, GründerWERK)
12.00 – 13.00	Lunch Break (Direct Payment)
13.00 – 13.30	Input Sustainable Innovation III: What are your Risks? What about all Dimensions of Sustainability? (Dipl.-Ing. Philipp Preiss, INEC Institute for Industrial Ecology)
13.30 – 17.30	Input & Teamwork: Lean Startup IV Business Model Refinement: Team-Coaching with special Experts (5-6 Persons N.N.)
17.30 – 18.00	Recap of the Day – Team Reflection – Planning Next Day

Tag 6 – Samstag, 29. September 2018

8.45 – 9.00	Meetup and Coffee & Tea
9.00 – 9.15	Warmup
9.30 - 10.15	Input & Teamwork: Short Introduction to Storytelling (Prof. Dr. Katja Puteanus-Birkenbach, GründerWERK)
10.30 – 12.00	Input & Teamwork: How to Pitch (Marco Di Giacomo, GründerWERK und Gründer Abertausend GbR)
12.00 – 13.00	Lunch Break (Direct Payment)
13.00 – 16.15	Final Pitch with a Jury of Experts
16.30 – 17.45	Foto of the Group und ceremonial handover of certificates Recap of the Week (I like, I wish), Team Check Out
from 17.45 – open end	Get Together Pizza ´n Beer

Anmeldung unter:

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