

International Summer School: Entrepreneurship Boot Camp Modules 2020

Regular participants

These modules are on offer for all participants. They should be awarded 5 ECTS from 10 seminars which sum up to an equivalent of 4 weekly contact hours per term (4 SWS). On day 10 the students introduce their project. After that they will hand in their business plan. Students' attendance is compulsory throughout the programme. The results will be graded.

SJSU participants not taking part in week two will merely receive a certificate of participation.

Day 1: Intro & business opportunities

- kick-off: introduction & expectations
- entrepreneurial action: business opportunities (lecture)
- identifying painpoints (lecture)
- wrap-up and next steps

Day 2: Design thinking (problem space)

- developing your business idea (lecture)
- forming teams & design thinking workshop
- presentations: problem space & ideation
- wrap-up and next steps

Day 3: Design thinking (solution space)

- value proposition (lecture)
- pain point validation & value proposition (teamwork)
- presentations: value proposition
- wrap-up and next steps

Day 4: Value proposition design

- product market fit (lecture)
- guest speaker
- minimal viable product: lean startup concept (lecture)
- prototyping: building your 1st level MVP (teamwork)
- presentation: MVP setup
- wrap-up

Day 5: MVP & prototyping

- prototyping: building your 1st level MVP (teamwork)

Day 6: Business model

- business model development: lean startup concept (lecture)
- pivoting to MVP 2nd level (teamwork)
- wrap-up an next steps

Day 7: Financials

- sales & marketing (lecture)
- guest speaker
- presentations: MVP-2
- wrap-up and next steps

Day 8: Business concept

- business concept (incl. support programs, ecosystem and legal environment - lecture)
- preparing business concept (teamwork)
- wrap-up an next steps

Day 9: Preparing final pitches

- the pitch (lecture)
- finish business concept (teamwork)
- hand-in final business concept
- preparing final pitches (teamwork)

Day 10: Final pitches

- final pitches before jury group
- rewards
- wrap-up