

Develop an innovative
business model
in just four days!



Participation is
for free!



International Entrepreneurship Summer School 2024

Health, Energy & Digitalization (HED)
Develop an innovative business model in just four days!
04. - 07.03.2024

Further questions?
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Monday 09:00 – 13:00	Your Innovation Skills First of all we welcome you to our common journey. Your goal for this morning will be twofold: First, you will learn about the entrepreneurial mindset and reflect how much of it you already got. Second, you will define your personal development path and find people who complement your skills.
13:30 – 17:00	Future Thinking In the afternoon we learn and reflect about relevant future trends, how to develop possible future scenarios and how they might influence your business idea.
Tuesday 09:00 – 17:00	Design Thinking Tuesday is Design Thinking day. In the course of this Design Thinking sprint, you will do user research to understand and observe users and their needs, define their actual problem, ideate possible solutions and prototype them.
Wednesday 09:00 – 13:00	Prototype testing & refining Wednesday morning is your time to test your prototype offsite, where ever you think your designated potential customers will be at this time. You also have the opportunity to refine your prototype and test again.
13:30 – 17:00	Business model You got your prototype, you got feedback on it and may already have an idea how to bring it to market. This afternoon we will learn about business model and develop yours using the Lean Canvas.
Thursday 09:00 – 13:00	Storytelling & Pitch Training Success is about a good story. You need a good story to sell people your idea, your product, your service. Together we will build your story and learn how to pitch it to different audiences.
13:30 – 17:00	Pitch time! We invite experts from the local entrepreneurship ecosystem who love to listen what you come up with and give you feedback. You will also have the opportunity to expand your network.

For more information and registration visit
www.uol.de/iess
or scan the QR -Code below!

