

crea
summer academy

Six Hospitality programs

POLIMI

WP 4 _ Deliverable N° 4.1 _ February 2016



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644988.



Six Hospitality programs

**Documentation for participants in order to support
their application and European mobility.**



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Creativity & ICT
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SUMMER ACADEMY - ITALY

WELCOME PACK



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EUROPEAN MENTORS AND TEACHER MOBILITY

Italian summer academy hosted:

Cor Noltee - HKU

Karen Sikkema - HKU

Guido Baltes - Lake Costance University



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SUMMER ACADEMY - ITALY

HOSPITALITY PROGRAM



LOCATION

Politecnico di Milano

Sala Convegni (AM2)
via Castelnovo 7
Como



ACCOMODATION

Convitto Opera Don Guanella
Via Tommaso Grossi 18
Como

Website: www.guanellacomito.it

Politecnico di Milano has already booked 30 seats for participants that will stay for free from the 13th September to the 25th September.

Who doesn't want to use this service or stay more days has to communicate special needs to crea-design@polimi.it. Accommodation costs will be in charge to participants over the dates booked by POLIMI and also if they will chose to stay in other hotels.



OTHER ACCOMODATIONS

Other possible accommodations nearby:

4 stars Hotels

- Hotel Le due Corti:	www.hotelduecorti.com	
- Hotel Avenue:	www.avenuehotel.it	
- Hotel Como:	www.hcomo.it	
- Hotel Metropole Suisse:	www.hotelmetropolesuisse.com	(lakefront)
- Hotel Barchetta:	www.hotelbarchetta.it	(lakefront)
- Palace Hotel:	www.palacehotel.it	(lakefront)
- Hotel Terminus:	www.albergoterminus.com	(lakefront)

3 Stars Hotels

- Hotel Lizard:	www.lizardhotel.com
- Hotel Firenze:	www.hotelfirenzecomito.it
- Hotel Del Duca:	www.albergodelduca.it
- Il Loggiato dei Serviti::	www.illoggiatodeiserviti.com
- Hotel Plinius:	www.hotelplinius.com
- Relais Il vecchio Borgo:	www.ilvecchioborgorelais.com
- Best Western Como:	http://book.bestwestern.it
- Hotel Engadina:	www.hotelengadina.com

Bed&Breakfast

- In riva al lago:	www.inrivaallago.com
- Residence Diaz:	www.residencediaz.it
- La Darsena:	www.bed-and-breakfast.it/pagina.cfm?id=7248&idregione=9
- La Corte:	www.bed-and-breakfast.it/pagina.cfm?ID=21320&idregione=9



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TRANSPORT - Arriving by air

From the Linate and Malpensa airports: daily bus service from the airport to the Central Station of Milan, with a bus every 30 minutes (from Linate) and every 20 minutes (from Malpensa). From Malpensa there is also a railway connection that leads directly to Central Station.

From Bergamo-Orio al Serio Airport: bus #1 to the railway station of Bergamo.
From the station trains to Lecco running every hour (travel time: 40 minutes)

From Malpensa airport to Como

by rental car:

The distance from Malpensa airport to Como is 58 km. You follow the indications for the motorway A8 direction Milano and then you pick up the A9 Como - Chiasso. Take the exit Como Sud or Como Monteolimpino if you wish to go to the center of town. If you are heading to one of the towns north of Como take the exit Lago di Como (the last exit for Italy before arriving in Switzerland). When you arrive at a circus, turn left and follow the indications for Menaggio.

By public transport:

From Malpensa airport terminal 1 you take the Malpensa express as far as Saronno. Here you change and take the train to Como Lago. For the train times you can consult the Trenord timetable. From Como there are buses to get to the other towns on the lake. Consult the www.asfautolinee.it time table. From Como you can also take the hydrofoil to the mayor towns. The boat dock is 100 m from the train station Como Lago. For the timetable consult www.navigazione.laghi.it

From Linate airport

By rental car:

The distance from Linate airport to Como is 74 km. Follow the indications for the motorway Laghi and then pick up the A9 Como - Chiasso. If you are heading to the towns north of Como take the last exit Lago di Como (the last exit for Italy before arriving in Switzerland). When you arrive at a circus, turn left and follow the indications for Menaggio.

By public transport:

Shuttle bus ATM Linate Airport - Milan Central Station every 20 minutes travel time approx. 20 min. From Milan Central Station train to Como San Giovanni station travel time approx. 40 minutes. For the timetable consult the Fs website. From train station Como San Giovanni there are buses to reach the other lake side towns. For the timetable consult the ASF website.

From Bergamo airport "Orio al Serio"

by rental car to Como

The distance from the airport Bergamo Orio al Serio to Como is approx. 90 km. Follow the motorway A4 direction Milano. From Milano follow the A9 Laghi in direction Como - Chiasso. Take the exit Como Sud or Como Monteolimpino if you wish to go to the center of town. If you are heading to one of the towns north of Como take the exit Lago di Como (the last exit for Italy before arriving in Switzerland). When you arrive at a circus, turn left and follow the indications for Menaggio.

by public transport

Shuttle Bus Service from Airport Orio al Serio to Milano Central station. From Milano Central station by train to Como San Giovanni station. From Como railway station there are buses to reach the other lake side towns.



TRANSPORT - Arriving by train

The nearest train station is **Stazione di Como Borghi**

**STARTUP
EUROPE**



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SUMMER ACADEMY - ITALY

HOSPITALITY PROGRAM



REFERENCE PERSON

Prof. **Arianna Vignati**
arianna.vignati@polimi.it

For any administrative problem during the
summer academy (from 14 Sept to 25 Sept)

Anna Consolati
+39 347 9679489



FACILITIES

- Free WI-fi
- co-working space
- meeting room

- Visit to EXPO
- Boat trip
- Final Party



USEFULL NUMBERS

TAXI:

Radio taxi Como: 031 261515

EMERGENCY:

112



TRAVELLING BY CITY BUS

The whole area around lake Como has a network of bus services that allow you to move around the main towns of Lecco and Como and to reach the main town along the lake but also remote mountain villages situated high up in the valleys.

Lecco and its province is served by the Società Linee Lecco and Lecco trasporti; Como by the Società ASF. The FNMAutoservizi connects many towns of the Brianza area but also the area of Bergamo, Lecco and Varese.

For more information and time tables

Società AFS
Società Linee Lecco
Lecco Trasporti
FNMAutoservizi

www.sptlinea.it
www.lineelecco.it
www.leccotrasporti.it
www.fnmautoservizi.it



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SUMMER ACADEMY - ITALY

**PROGRAM
14TH SEPTEMBER - 25TH SEPTEMBER**



Week 1: Design thinking & ICT

**Mon. Sept. 14th
INTRODUCTION
& TEAM BUILDING**

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00 am	Introduction	Welcome Overview of trends and inspirations for innovation in creative industries using ICT as driver of growth and social innovation	- Arianna Vignati - Francesco Zurlo - Paolo Cremonesi - Antonio Ghezzi - Sergio Campodall'orto
11:00 am - 01:00 pm	Introductory pitch session	Introductory session 'Start-up weekend style' – after a moment of reflection, everyone will pitch their idea in 1 minute, all students vote for the idea they like best and/ or on which idea they would be interested to work on further.	
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 03:00 pm	Consolidation of teams & ideas	Based on the introduction and pitch session in the morning, teams will be formed around the most popular ideas.	- Arianna Vignati - Francesco Zurlo - Paolo Cremonesi - Antonio Ghezzi - Sergio Campodall'orto
03:00 - 05:00 pm	Consolidation of teams & ideas	Work with your team on your idea	- Michele Melazzini - Federico Cauro - Carlotta Cattaneo
05:00 - 11:00 pm	Test your IDEA during the Visit to EXPO MILANO 2015		- Gaetano Vivirito

**Tue. Sept. 15th
DESIGN THINKING**

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00	Lecture	Strategic Design, innovation and trends	- Francesco Zurlo
11:00 - 12:00	Lecture	Design new product and services for new target and new needs. The "user centered design"	- Arianna Vignati
12:00 am - 01:00 pm	Lecture	Design thinking approach in the creative sector	- Cor Noltee - Karen Sikkema
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 05:00 pm	Team working session (guided)	Interactive workshop on Design Thinking, working on business idea development. Presentation of the UNPACK CREATIVITY CANVAS	- Arianna Vignati, - Francesco Zurlo - Michele Melazzini - Federico Cauro - Cor Noltee - Karen Sikkema - Gaetano Vivirito
05:00 - 06:00 pm	Inspiration session	A Coffee with start-up	



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**PROGRAM
14TH SEPTEMBER - 25TH SEPTEMBER**

Week 1: Design thinking & ICT

**Wed. Sept. 16th
ICT TREND**

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 01:00 pm	Lecture / Seminar	IWeb Development and Mobile Applications	- Mirko Gelsomini

01:00 - 02:00 pm Lunch

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 05:00 pm	Team working session (guided)	Interactive workshop on web services and mobile apps	- Mirko Gelsomini, Arianna Vignati, Federico Cauro, Michele Melazzini, Gaetano Vivirito, Nicola Restifo
05:00 - 06:00 pm	Inspiration session	A Coffee with start-up	

**Thu. Sept. 17th
ENTREPRENEURSHIP**

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:15 am	Lecture	Introduction to Entrepreneurship and Business development: Business Model Generation Marketing plan	- Antonio Ghezzi

12:15 am - 01:00 pm	Lecture	Case studies of Business Model Generation in the Creative Sector	- Karen Sikkema
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01:00 - 02:00 pm Lunch

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 05:00 pm	Team working session (guided)	Interactive workshop on Business model generation.	- Antonio Ghezzi, Karen Sikkema, Cor Noltee, Arianna Vignati, Michele Melazzini, Federico Cauro, Gaetano Vivirito, Nicola Restifo, Carlotta Cattaneo

05:00 - 06:00 pm	Inspiration session	A Coffee with start-up	Start-up with positive experience in incubation program
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**Fri. Sept. 18th
USER ENGAGEMENT**

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Lecture	Natural User Interfaces	- Luigi Oliveto

01:00 - 02:00 pm Lunch

02:00 am - 03:00 pm	Lecture	Interactive workshop on user engagement and usability	- Luigi Oliveto, Arianna Vignati, Michele Melazzini, Federico Cauro
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03:00 am - 04:00 pm	Pitch session	First check of business ideas	- Paolo Cremonesi, Arianna Vignati, Michele Melazzini, Federico Cauro, Francesco Zurlo, Sergio Campodall'orto, Gaetano Vivirito, Nicola Restifo
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04:00 pm	Como Lake trip on boat and share your idea with Como citizens		
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SUMMER ACADEMY - ITALY

PROGRAM
14TH SEPTEMBER - 25TH SEPTEMBER

Week 2: Business model and pitch presentation

Mon. Sept. 21th
BUSINESS MODEL

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Lecture & tools	Building on your Business Model Canvas: Strategic Entrepreneurship	- Antonio Ghezzi
12:00 am - 01:00 pm	Lecture & tools	Best practice case	
01:00 - 02:00 pm Lunch			

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 05:00 pm	Mentoring and coaching		- Antonio Ghezzi, Sergio Campodall'orto, Arianna Vignati, Michele Melazzini, Federico Cauro, Gaetano Vivirito, Nicola Restifo, Carlotta Cattaneo

Tue. Sept. 22th
COMMUNICATION & CROWDFUNDING

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00 am	Lecture & tools	Best practice case: how you can create your crowdfunding campaign	- Angelica Fontana
11:00 - 12:00 am	Lecture & tools	Communicate your business idea	- Michele Melazzini - Elisa Legramandi
12:00 pm - 01:00 pm	Lecture & tools	Intellectual Property Rights	- Michela Maggi
01:00 - 02:00 pm Lunch			

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00-05:00 pm	Mentoring and coaching	Interactive workshop on Business model generation.	- Arianna Vignati, Michele Melazzini, Federico Cauro, Angelica Fontana, Michela Maggi, Gaetano Vivirito
05:00 - 06:00 pm	Inspiration session	A Coffee with start-up	

Wed. Sept. 23th
ICT&CUSTOMIZATION

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Lecture & tools	Big Data & Internet of Things	- Francesco Clasadonte
	Seminar	Best practice case	- Guido Baltes
01:00 - 02:00 pm Lunch			

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00-05:00 pm	Mentoring and coaching		- Francesco Clasadonte, Guido Baltes, Sergio Campodall'orto, Arianna Vignati, Michele Melazzini, Federico Cauro, Gaetano Vivirito
05:00 - 06:00 pm	Inspiration session	A Coffee with start-up	- Misiedo



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PROGRAM
14TH SEPTEMBER - 25TH SEPTEMBER

Week 2: Business model and pitch presentation

Thu. Sept. 24th
FUNDING &
STORYTELLING

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00 am	Lecture & tools	Fund your idea: Experiences, do and don'ts	- Sergio Campodall'orto
11:00 - 12:00 am	Lecture & tools	Business Angels and Investors	- Francesco Mantegazzini
12:00 pm - 01:00 pm	Lecture & tools	Startup Ecosystem	- Antonio Ghezzi
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 05:00 pm	Mentoring and coaching		- Antonio Ghezzi, Sergio Campodall'orto, Arianna Vignati, Michele Melazzini, Federico Cauro, PoliHub Team, Francesco Mantegazzini, Gaetano Vivirito, Nicola Restifo
05:00 - 06:00 pm	Inspiration session	A Coffee with start-up	- Cortilia

Fri. Sept. 25th
PITCH DAY

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 am - 01:00 pm	Prep-hours	Prepare for your pitch, perfect your demo, get last-minute feedback, improve your communication	- Arianna Vignati - Michele Melazzini - Federico Cauro
01:00 - 02:00 pm Lunch			
TIME	ACTIVITY	DESCRIPTION	FACULTY
03:00 - 04:00 pm	Pitching	Pitch in front of the jury	CREA Faculty - Francesco Zurlo - Paolo Cremonesi - Antonio Ghezzi - Sergio Campodall'orto - Arianna Vignati - Federico Cauro - Michele Melazzini Design Dept POLIMI - Silvia Piardi Business Angel - Francesco Mantegazzini AIFO - Marco Brazzoduro Regione Lombardia - Antonio Critelli PoliHub Team - Gaetano Vivirito - Nicola Restifo - Carlotta Cattaneo - Claudia Pingue
05:00 pm	Final Party		



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FACULTY/MENTORS



Francesco Zurlo
Full Professor
Strategic Design



Creativity oriented

He is PhD in industrial design and Full Professor in Industrial Design at Politecnico di Milano. He is Deputy Director of Design department of Politecnico di Milano, Director of the International Master in Strategic Design of Politecnico di Milano and Director of the International Master in Interior Design and Management (held in China for chinese students). He was director of POLI.Design Consortium, no profit organization operating in the applied research and specialized education in the design fields from 2004 to 2009. He yearly teaches at many Design School in Brazil, Mexico, Chile, China, Japan, France, Spain, Portugal. He is author of numerous international publications about strategic design.

Arianna Vignati
Project Manager
CREA
Strategic Design and
Design Management



Creativity oriented

She is researcher and contract professor for School of Design at Politecnico di Milano. She is expert in the field of creative companies and in particular in the field of services for the development and the support of the start-up phases of creative companies (she works with the Incubator of Milan Polytechnic and with Lombardy Region). She was in the technical board of CCALPS project (European project focus on the development of creative companies) and she has been the project manager for the activities developed by Politecnico di Milano (wp 6 - wp 7). Now she is Project Manager for CREA Summer Academy European Project founded by the Horizon 2020 program and started the 1st January 2015. She has taught at many international master degree courses in Italy and at international courses.

Federico Cauro
Research fellow
Communication/
Strategy



Creativity oriented

Graduated in Communication Design, during his internship experience, in Italy and abroad, he explored the different fields of the the communication designer's figure. He's a freelance from over two years and works as communication consultant. He also dedicated himself to teaching at the Politecnico di Milano. Since April 2015 he's research fellow at Politecnico di Milano.

Michele Melazzini
Research fellow
Product/Strategy



Creativity oriented

Product designer specialized in design development and design management; he deals with research, communication, service and exhibition design, till photography and music. He has an ongoing collaboration with Politecnico of Milan as a research fellow (Design department) where he is working as researcher and product/service designer, and with Veneta Cucine S.p.a. with whom he is developing a new kitchen system.

Elisa Legramandi
Videomaker



Creativity oriented

Creative, traveller and dreamer. She first graduated in 2010 in Interior Design and, in 2013 in Product Service System Design at Politecnico di Milan. During her time spent in Politecnico she started loving photography and video making, so, after her graduation, she attended a professional course the Italian Photography Institute. Her aim is mixing her favorite interests: photography/video, design and, when possible, travels. She's now collaborating with Poli.design and its activities.



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Paolo Cremonesi
Professor



ICT oriented

Associated professor at the Politecnico di Milano, where he teaches courses on Computer System Architectures, Performance and Reliability. Since joining the Politecnico di Milano he has been involved in the performance assessment and optimization of computer system architectures and applications, ranging from real-time embedded systems up to enterprise-wide datacenters. He's author of various publications concerning distributed and parallel computation, performance evaluation and capacity planning.

Antonio Ghezzi
Researcher
Business Modelling



Entrepreneurship
oriented

Ph.D. in Management Engineering from Politecnico di Milano - Department of Management, Economics and Industrial Engineering. He is currently Assistant Professor of Business Strategy, Strategy & Marketing, Business Economics and Organizational Design at the Department of Management, Economics and Industrial Engineering; Professor of Strategic Management at IES Abroad Milan; member of the core faculty of MIP - School of Management, and Senior Project Manager of the Digital Innovation Observatories - Innovative Startups and Research Grants. His main research and consultancy areas focus on Strategic Management theories and models applied to Information & Communication Technology industries, with a specific focus on digital business model design & innovation. He is author of sixty-two refereed journal articles, books, book chapters and conference proceedings.

Sergio Campodall'Orto
Advisor



Entrepreneurship
oriented

Sergio Campodall'Orto is Professor of Entrepreneurship and Design at the School of Design - Politecnico di Milano (the main Italian School of Design). He is Senior Consultant and Project Manager at Fondazione Politecnico and Business Developer at PoliHub (the incubator of Politecnico di Milano). He established in 2000 the Accelerator for new company at Politecnico and has been for 12 years as CEO of the Consorzio Politecnico Innovazione, the company dedicated to technology transfer, the promotion of research and development of spin-offs.

Angelica Fontana
co-funder Fusedrops
expert in
crowdfunding



Entrepreneurship
oriented

I am a Service Designer currently living and working between Milan and Piacenza, my hometown. In 2012, during my Master Degree in Product Service System Design at Politecnico di Milano, I spent 18 months in Shanghai, where I worked for a Strategic design consultancy on new services for the agriculture system. Once back I started to work as freelancer on media and communication projects, and early this year I co-founded fusedrops, the first crowdfunding platform dedicated to services and projects that relates to the Sharing Economy. Currently I am starting a new research exploring the sharing economy impact in the agriculture ecosystem.

Michela Maggi
PhD in Intellectual
Property



Entrepreneurship
oriented

Lawyer and Founder Maggilegal Lawfirm - PhD in Intellectual Property and Competition Law

She works on Intellectual Property, IT, Media, Data Protection and Commercial Contracts for multinational and local companies, Digital Area and E-commerce. She is in the Scientific committee of "Il Progettista Industriale". She is in charge for the "Intellectual Property" and "E-commerce" Sections for Diritto24, Sole24Ore. She is Member of the Standard & Patents International Committee at AIPPI. Teacher at NABA.



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FACULTY/MENTORS



Luigi Oliveto

ICT oriented



I am researcher at Politecnico di Milano since 2013 after I took the master degree in Computer Science. My thesis argument was related to the study of the interaction paradigms and the evolution from the desktop to the motion-based interfaces. During my thesis, I developed a first prototype of large screen application completely based on gestures and user position, which was then improved and enhanced during my research period. During the first year as a researcher, I mainly worked in collaboration with Telecom Italia Jol S-CUBE into the project "Personalized interaction on interactive large screen for the Smart City": a project, which aims to give to end users a personalized view on different points of interest of the city, with an innovative and natural interaction paradigm. Now I am working in collaboration with Philips Lighting into the project "Dynamic, interactive lighting for Shop Windows": a project, which wants to merge light design and software technology for the purpose of creating dynamic and interactive lighting, enhancing shoppers experience and increasing the attractiveness of the shop windows. I am interested in technology and in all kind of new solutions that can improve human life.

Karen Sikkema

Course leader and
Entrepreneurship
teacher

Entrepreneurship
oriented



Karen Sikkema has been an entrepreneur and game designer in the creative and games industries for over 10 years now. She is teaching at HKU Utrecht University of the Arts on Creative Entrepreneurship, Business Model Canvas and GameBiz, and is currently also project leader for CREA Summer Academy and Business Contest at HKU.

Cor Noltee

Creativity oriented



Cor Noltee specializes in design thinking, creativity, branding and experience design. He is owner and creative director at Moreality, where he works with a broad range of clients on branding and brand development. At HKU Utrecht University of the Arts, he teaches about Creativity and Design Thinking.

Guido Baltes

Entrepreneurship
oriented



Professor for Strategy & Management Lake Constance University (Hochschule Konstanz)
Director Institute for Strategic innovation & Technology management (IST),
head of eArchitecture Innovation Lab & CoPS industry research group*
Research focus: Strategic Innovation based on Dynamic Capabilities & Corporate Entrepreneurship, supporting companies in strategic transition and strategic re-newal to implement innovation-driven growth strategies



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FACULTY/MENTORS



Nicola Restifo
Expert in ICT



PROJECT MANAGER and BUSINESS CONSULTANT in innovation projects enabled by Information & Communication Technologies (ICT)

I coordinate teams or contribute as field expert in projects where ICT are an important lever in innovating processes and organizations. My technical expertise ranges from ICT strategy, to business consulting, service design, and process reengineering.

ICT oriented



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SUMMER ACADEMY – GERMANY

WELCOME PACK



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EUROPEAN MENTORS AND TEACHER MOBILITY

Germany summer academy hosted:
Dorian Maarse - HKU
Kostas Kutsikos - University of the Aegean
Anastasia Konstantelou - University of the Aegean



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SUMMER ACADEMY - GERMANY

HOSPITALITY PROGRAM

LOCATION

Hochschule Konstanz

Technik, Wirtschaft und Gestaltung
Brauneggerstr. 55
78462 Konstanz
Germany

Campus Plan

http://www.htwg-konstanz.de/fileadmin/pub/Campusplan_HTWG_O2.pdf



ACCOMMODATION

A small contingent of rooms in student dorms in Konstanz might be available. For further information please contact: Simona Pede, pede@bwcon.de

OTHER ACCOMMODATIONS

Youth hostels

<http://www.jugendherberge.de/en/youth-hostels/konstanz15/Portrait>
[Aqua-hotel.de](http://www.aqua-hotel.de)

If you are willing to share an apartment with other people, you might also consider these options:

- Wg-gesucht.de - this is the website that everybody uses in Germany to look for an apartment or a room in a shared flat. During Summer may be possible to find so called "Zwischenmiete", rooms that are sublet for a short period of time <http://www.wg-gesucht.de/en/>
- Airbnb.com
- Boardinghouse <http://www.boardinghouse-home.de/en.html>

TRANSPORT - Arriving by air

Nearest Airports are:
Zürich
Friedrichshafen

Other options (distance: 2-3 hours from the city of Constance)
Stuttgart
München

TRANSPORT - Arriving by train

From Germany, Switzerland, Austria and Northern Italy you can easily reach Constance by train. The name of the main station is "Konstanz Hauptbahnhof"



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SUMMER ACADEMY – GERMANY

HOSPITALITY PROGRAM



TRANSPORT - Arriving by coach:

From Constance main station you can easily reach the University with bus lines 5 or 6 and get off at the bus stop “Untere Laube”
From the city centre and main station you can also walk to the University (about 15 minutes)



TRANSPORT - Arriving by car:

If you are coming from Southern Germany, Switzerland, Austria or Northern Italy, you can easily reach Constance in a few hours by car.

Also car-pooling might be an option. You can find some offers on [blablacar.com](https://www.blablacar.com)



REFERENCE PERSON

Simona Pede
Innovation Programme Manager
Bwcon GmbH
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SUMMER ACADEMY - GERMANY

PROGRAM
7TH SEPTEMBER - 18TH SEPTEMBER



Week 1

Mon. Sept. 7th
Design Thinking

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 10:30 am	Welcome and Introduction	Official Institutional Welcome	Simona Pede - bwcon
10:30 - 12:30 am	Workshop	Understand - Visualize - Observe	Corinna Voss - bwcon
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 - 04:30 pm	Workshop	Understand - Visualize - Observe	
04:30 - 05:40 pm	Presentation	Short presentation of final results Debriefing Design Thinking	
From 7:30 pm Social Event // Dinner @ Hafenhalle			

Tue. Sept. 8th
Team Building

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 10:00 am	Lecture	Leveraging Competence	Ulrich Hutschek - Konstanz University of Applied Sciences
10:00 - 11:30 am	Lecture	Leveraging Diversity	Prof. Peter Franklin - Konstanz University of Applied Sciences
11:45 - 12:30 am	Challenge	Team building Challenge	Corinna Voss Simona Pede - bwcon
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 - 03:00 pm	Challenge	Team building Challenge	
03:30 - 05:00 pm	Lecture + Workshop	Investing on top teams	Dorian Maarse - Utrecht School of Arts
From 05:00 pm	Free Group Work		



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644988.



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SUMMER ACADEMY - GERMANY

PROGRAM 7TH SEPTEMBER - 18TH SEPTEMBER

Wed. Sept. 9th
Lean Start-up

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 11:00 am	Teamwork	How to improve your teams performance	Dorian Maarse Utrecht School of Arts
11:30 - 12:30 am	Lecture	Lean Start-up	Kostas Kutsikos University of the Aegean
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 - 02:15 pm	Workshop	Understand your Customer with Persona	
02:15 - 02:45 pm	Lecture	Lean Start-up	
02:45 - 04:00 pm	Workshop	Value Proposition Canvas	
04:00 - 04:30 pm	Keynote	Internet of Things	Mirko Ross - digital-worx
From 04:30 pm	Free Group Work		
From 7:30 pm Social Event // Dinner @ Wirtshaus Constance			

Thu. Sept. 10th
Lean Start-up & Effectuation

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 10:45 am	Lecture	Lean Start-up	Kostas Kutsikos University of the Aegean
11:00 - 12:30 am	Lecture	Pretotyping	Ralf Allrutz - Allrutz Consulting
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 - 02:00 pm	Lecture	Effectuation	Alexandra Rudl - bwcon Alexandra Rudl - bwcon Bernd Buck - InnerInnovation Ralf Allrutz - Allrutz Consultancy Carsten Holtmann, Holtmann Consultancy
03:30 - 04:00 pm	Keynote		Carsten Holtmann Holtmann Consultancy
From 04:30 pm	Free Group Work		



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PROGRAM 7TH SEPTEMBER - 18TH SEPTEMBER

Fri. Sept. 11th
Product Development

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 11:00 am	Lecture	Lean Start-up	
11:15 - 12:30 am	Go out of the Building		
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 - 02:00 pm	Feedback Round		
From 02:00	Go out of the Building		
Saturday Excursion: kayak at Mainau Island			

Week 2

Mon. Sept. 14th
**Communication,
Marketing and Pitching**

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 09:45 am	Team Presentations	"Pivot or Preserve"	
09:45 - 10:45	Lecture	Business Model Development and the Financial Feasibility of the Business	Joaquin Soucheiron - bwcon
11:00 - 12:30	Workshop	Business Model	
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 - 01:45 pm	Lecture	Presenting your idea: how to pitch	Corinna Voss - bwcon
01:45 - 02:15 pm	Lecture	Hints for CREA pitch	Simona Pede - bwcon
02:15 - 04:00 pm	Coaching and Peer Review		Carsten Holtmann Holtmann Consultancy
04:00 - 04:30 pm	Keynote	Big Data	Franz Wanner, vidactis
From 04:30 pm	Free Group Work		



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PROGRAM 7TH SEPTEMBER - 18TH SEPTEMBER

Tue. Sept. 15th
Go to Market and Strategy

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 10:30 am	Lecture	Go to Market Strategy	Anastasia Konstantelou University of the Aegean
11:00 – 12:30 am	Workshop	Develop your Go to Market Strategy	
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 – 02:30 pm	Lecture	Strategy and agile organisation	Prof. Guido Baltes - Konstanz University of Applied Sciences
02:30 – 04:00 pm	Coaching and Peer Review		
04:00 – 04:30 pm	Keynote	3D Printing	Artur Oswald – 3D Revoprinting
From 04:30	Free group work		
From 07:30 Social event // BBQ			

Wed. Sept. 16th
Prototyping

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 10:30 am	Lecture	Agile and Lean Development Product Development and cloud based prototyping tools	Moritz Haarman – Moritz Haarman Mert Altindag –Cloud Ararat
<hr/>			
10:30 - 12:30	Prototyping Session		
<hr/>			
<div>12:30 am - 01:30 pm</div> <div>Lunch Break</div> <hr/>			
TIME	ACTIVITY	DESCRIPTION	
01:30 – 04:30 pm	Prototyping Session		
<hr/>			
From 04:30 pm	Free Group Work		



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PROGRAM 7TH SEPTEMBER - 18TH SEPTEMBER

Thu. Sept. 17th
**IPR Management and
Business Model Validation**

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 10:30 am	Workshop	Validate your Business Model	Valentina Grillea, bwcon
11:00 - 12:30 am	Presentation	Lessons Learned	
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
01:30 - 03:00 pm	Lecture	Successful Marketing for Startups in High-Tech	Wolfgang Vogt - Senioren der Wirtschaft
03:00 - 04:00 pm	Coaching and Pitch preparation		
04:00 - 04:30 pm	Keynote	Mobile	Oliver Stein - MyWay Solutions
From 04:30	Free group work		
Last night: Surprise Social event			

Fri. Sept. 18th
Final Pitch

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:30 am	Lecture]	Agile and Lean Development Product Development and cloud based prototyping tools	Moritz Haarman - Moritz Haarman Mert Altindag - Cloud Ararat
10:30 - 12:30	Prototyping Session		
12:30 am - 01:30 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
01:30 - 04:30 pm	Final Pitching and Selection of Candidates		



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SUMMER ACADEMY – GERMANY

FACULTY/MENTORS



Guido Baltes

Professor for
Strategic
Management &
Innovation,
Constance University
of Applied Science &
CeTIM Munich



As Director of the Institute for Strategic Innovation & Technology Management, Guido Baltes founded the eArchitecture Lab @ Lake Constance University. This Innovation Lab was set up as one of the first European Living Labs in the European Network of Living Labs, ENoLL. Implementing principles of agile and open innovation, the eArchitecture Lab also serves as an incubation environment for early-stage start-ups.

His research deals with technology strategy, strategic innovation and corporate entrepreneurship. This involves issues related to organizational design for implementing ambidexterity and entrepreneurial leadership. Guido Baltes has frequently published in the field of technology management and entrepreneurship. His current research focuses on entrepreneurial new business development teams as a means of ambidexterity.

His professional background combines both corporate and entrepreneurial activities: Guido Baltes acts and has acted as founder and co-founder of several start-up companies, amongst others coliquio.de, Germany's largest network for health care experts. Before joining the university, he was responsible for strategy and marketing in the management board of one of Germany's top three IT services companies.

Combining both experiences, he has supported major industrial companies in building up entrepreneurial teams, leadership practices and management systems to create and successfully launch strategic innovation in new products and services. In addition, he frequently supports and incubates the start-up initiatives of his students and other entrepreneurs to help building and growing innovative companies.

Joaquin Soucheiron

Consultant High Tech
Businesses



Joaquin is a multilingual Lean thinker and entrepreneur: 2 Exits, one as founder (AlphaSol) and one as coach (enbreeze). Accredited coach for hi-tech startups (hardware and software). Joaquin knows the game from the entrepreneur side as well as from the investor side. He often refers of the investor side as "the dark side of the force". He prefers the bright side.

Expert continuous improvement (Toyota Production Systems) applied to sales, startups and innovative companies. He has a sound international profile (Sweden, USA, Belgium, Spain, Germany) and has gathered experience in top companies such as Toyota, Samsung and Infineon.

Joaquin has recently lectured and collaborated with several Universities in Southern Germany KIT, HfUW Nürtingen, HS Esslingen, and the Technische Universität München EMBA.

Ulrich Hutschek

Innovation
Coordinator,
Constance
University of Applied
Science



Having graduated in technology management at the University of Stuttgart, Ulrich began to scientifically dealing with entrepreneurship issues, specifically investigating technological opportunity recognition in the context of his ongoing PhD at the Zeppelin University in Friedrichshafen, Lake Constance, where he is also actively engaged in entrepreneurship education. Further, he coordinates the cooperative innovation projects at the Hochschule Konstanz University of Applied Sciences (HTWG).



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SUMMER ACADEMY – GERMANY

FACULTY/MENTORS



Alexandra Rudl

Head of Innovation
Programme, bwcon



Alexandra is Head of Innovation Programs at the German business development agency bwcon. Her focus is on fostering technology entrepreneurship and supporting researchers in transferring their research outcomes to the market. She is part of the European Future Internet programme where she is responsible for business training and coaching to startups and SMEs building applications and services on top of future internet technologies. Alexandra is design thinker, a certified Effectuation coach and holds entrepreneurship seminars for company and university clients.

Peter Franklin

Professor for
intercultural
communication and
intercultural
management,
Constance University
of Applied Science



Professor Peter Franklin, born in Dover and educated at Cambridge University, U.K., teaches intercultural communication and intercultural management at Hochschule Konstanz University of Applied Sciences, Germany. There he works on the B.A. in Asian Studies and Management and the M.A. in International Management - Asia.

At his university's Lake Constance Business School, he teaches on the M.B.A.s in Human Capital Management and General Management. He also contributes to the Business School's E.M.B.A. in Compliance and Corporate Governance delivered in China and across Europe for executives of Daimler AG. He also teaches occasionally at business schools in China, Switzerland and the U.K.

In addition to his university work, since 1989 Peter Franklin has advised, trained and addressed numerous corporate and institutional clients. His focus is on managing and leading across cultures, international change management, post-merger integration, team-building, U.K.-German cooperation and developing intercultural leadership competence.

Corinna Voß

Innovation
Programme Manager,
bwcon



Corinna graduated from the College of Europe and University of Hamburg, majoring in European Studies. In her role as Innovation Programme Manager at bwcon GmbH in Stuttgart, Corinna is responsible for the coordination of European projects of bwcon in the field of technology transfer, commercialisation and access to finance. In addition, Corinna has completed a design thinking formation and coaches researchers and start-ups on how to generate innovative ideas and recognize business opportunities. She further manages the Heidelberg Innovation Forum, bwcon's main matchmaking event for early innovation phases. Previously, she gained working experience in Brussels while working for the European External Action Service. Corinna's specialist fields are design thinking, fostering creative processes and the development of business ideas. She has completed her design thinking formation in Hamburg and Berlin and offers design thinking workshops for researchers, students and entrepreneurs on behalf of bwcon.



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FACULTY/MENTORS



Valentina Grillea

Innovation
Programme Manager,
bwcon



As Innovation Programme Manager in bwcon, the innovation and business support agency based in Stuttgart, Valentina is in charge of supporting first-time entrepreneurs via business recognition workshops and creative ready to use methods. She accompanies young and growing companies via tailor made coaching and pitching and access to investment events. She ideated and organizes for bwcon the Green Innovation and Investment Forum, the international matchmaking event for early innovation phases on green technology held yearly in Stuttgart. She is an expert on Open Innovation and co-creation methods and innovation Labs, she owns a PMP certification and, as part of the Innovation Programme Team, supports young and early entrepreneurs in to generate innovative ideas and recognize business opportunities

Simona Pede

Innovation
Programme Manager,
bwcon



Simona is Innovation Programme Manager at bwcon GmbH. Here she is responsible for the early innovation phases and the development of innovation programmes. In this role, she conceives, designs and organizes bootcamps, workshop and summer schools for young entrepreneurs and start-ups covering a wide range of fields from business modelling to financing and investor pitching. Simona is particularly focusing on the Lean Start-up approach and she also organizes and promotes Hackathon for young developers in the Stuttgart region. She has several years of experience as manager of European projects in the field of creative industries and entrepreneurship support. Simona is coordinating the CREA Summer Academy Program in Germany and she is furthermore responsible for the CREA ICT Business Idea Contest.

Anastasia Konstantelou

Associate Professor
of Innovation
Management at the
University of the
Aegean



Dr Anastasia Constantelou is Associate Professor of Innovation Management at the University of the Aegean, Department of Financial and Management Engineering and Tutor at the MBA Programme of the Hellenic Open University. She holds a BSc in Informatics majoring in Telecommunications from the University of Athens (1990), an MSc in Technology and Innovation Management (1992), and a PhD in Science and Technology Policy Studies (1998) both from Science Policy Research Unit (SPRU –currently Science the Technology Policy Research), at the University of Sussex.

Prior to her academic appointment, she was a consultant at the OECD on telecommunications regulatory aspects in European periphery and on issues related to telecommunication numbering. She has also worked as an independent consultant to communication-related projects in Greece and abroad.

She has significant experience as a partner in national and European research projects. Her research interests focus on (a) innovation management and the management of knowledge flows among firms, (b) technology policy issues as applied to firms in the European periphery, (c) the implications of IT-related business management techniques, including e-business tools and methods, on the behavior and performance of firms, and (d) the social, organisational, economic and regulatory factors influencing access to new technologies and participation to the information society.

She is a founding member of the Innovation and Entrepreneurship Unit at the University of the Aegean and has successfully organised 3 successive Summer Schools on Youth Entrepreneurship in the island of Chios.



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FACULTY/MENTORS



Dorian Maarse

Programme leader of the Graduate and Postgraduate programmes in Arts and Media Management



Dorian Maarse (MA) combines her experience as an artist with her knowledge of Organisational Behaviour in training professionals and students in topics such as teamwork, (intercultural) communication, leadership, conflict management and negotiating as senior lecturer at the Utrecht School of the Arts (Netherlands). She also conducted workshops and management development projects in other countries (such as Ukraine, Estonia, Croatia, South-Africa, Ghana) and is owner of Maarse & Mensen, a company in team coaching. In 2011 Dorian released a book about 'Project Based Learning' in arts education. She also wrote several articles on leadership and teamwork in the creative industry.

Mert Altındağ

Agile and Lean Development / Entrepreneurship



Mert Altındağ is a global serial entrepreneur and a startup advisor. He holds Computer Engineering & MBA degrees and currently progressing on Ph.D in Computer Engineering specializing in Cloud Computing and Drone Systems. He has established businesses, technology companies, products and projects all 16 over the World; primarily in USA, Turkey, Russia, U.K., Czech Republic, Panama and more with multiple exits and acquisitions. Backed by a strong global team and partnerships behind Cloud Ararat, he aims to bring technology and business know-how, professionalism and enthusiasm to Cloud Ararat's global client network and eco-system. He is an outdoor sports enthusiast; kayaking and cycling every day.

Marie Elisabeth Müller

Professor for International editorial office and Communication Management at the Stuttgart Media University



After 20 years as a journalist and as an university teacher in Germany and also abroad, Prof Marie Elisabeth Müller now shares her hands-on experience with her students at the renowned Hochschule der Medien (HdM), University of Applied Sciences in Stuttgart. The Media und Journalism specialist designs her classes on journalistic content production in the light of the challenges in the superdynamic digital age and on the globalized media market.

Carsten Holtmann

Coach, Trainer & Effectuator



Carsten is a coach, trainer and management consultant and an enthusiastic advocate for systemic ideas and consulting. He is specialized in change processes and the coaching and training of executive managers. Lately he has focussed his work on effectuation and has become an active participant in the intrinsify!me movement. Prior to his current consulting activities, Carsten has 22 years of experience (17 years as COO) working for intersoft AG, a German insurance software company. His responsibilities included software production, program and project management, risk management and strategy.



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FACULTY/MENTORS



Bernd Buck

Owner Inner
Innovation



Bernd Buck is a consultant for companies who want to find their perfect way to create innovations. He studied Physics, worked as development engineer, head 14 of development and CTO in the innovative company which was founded by his father in 1969. During this time, the company won awards like Hermes Award, Red Dot and Top 100 and grew rapidly. Therefore as a consultant he focuses on innovative family cooperations.

His work is based on a deep systems understanding and agile principles. He completed further educations in systemic business coaching, systemic management and organizational development. He uses methods like FlowTeam, DesignThinking, Scrum and Effectuation. In addition he developed his own model for describing an innovative workflow to help teams in product development challenges.

Ralf Allrutz

Start-up Coach



Ralf Allrutz is a freelance coach supporting startups and companies to successfully implement their growth, product and solution ideas. He considers that „Prototyping“ is the right way to offer stakeholders more space for action and solution finding. He previously worked for more than 20 years in an IT-service and software company called „science+ computing ag“, which he co-founded in 1989. During this time the company grew from 7 to 250 employees. The focus of the work was on heterogeneous IT-infrastructure for computer and file server, as well as on home PCs, high-performance-computing and several mixtures of free software and proprietary components. He studied physics in Stuttgart and Tübingen and did his PhD in theoretical astrophysics, focusing on „computational astrophysics“, the basis of his further activities.

Konstadinos Kutsikos

Assistant Professor
of Technology &
Innovation
Management at the
Business School of
the University of the
Aegean



Dr. Konstadinos Kutsikos is a specialist in business transformation, focusing on integrating corporate strategy and information technologies for improving a firm's competitiveness and performance. As senior executive of an international consulting firm, he established a track record of advising board members of European public and private sector organizations in developing and implementing innovation-driven strategic transformation projects. Dr. Kutsikos is an Assistant Professor of Technology & Innovation Management at the Business School of the University of the Aegean, Greece. He holds a MS degree in Computer Science from Stanford University, USA, and MBA and PhD degrees from the University of Southern California, USA.

Carsten Holtmann

Board of Director –
Seniors in Economy



Wolfgang Vogt worked for IBM in different management positions including Global Marketing Executive for the IBM SAP Alliance and Director Strategy & Marketing for Global Technology Services and Cloud. He lectures in Business to Business Marketing and in Service Management at the ESB Business School in Reutlingen and the Cooperative University in Stuttgart.

As a member of the board at Senioren der Wirtschaft (Seniors in Economy), he coaches Start Ups and smaller enterprises.



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SUMMER ACADEMY – SLOVENIA

WELCOME PACK



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SUMMER ACADEMY – SLOVENIA

HOSPITALITY PROGRAM



LOCATION

University of Ljubljana

Faculty of Computer and Information Science
Večna pot 113
1000 Ljubljana
Slovenia



ACCOMMODATION

There is a number of hostels located in Ljubljana.
You can find accommodation that best caters your needs at:
goo.gl/JTy7CZ

For Summer Academy participants lodging will also be available at the student dormitory Rožna Dolina in the vicinity of the Faculty of Computer and Information Science, University of Ljubljana. A price for a double room per person per night will be approximately 13 EUR, while single occupancy will cost approximately 17€ per night. Feel free to contact us for further information.



TRANSPORT - Arriving by air

The **Jože Pučnik Airport (LJU)** is 26 km far away from the city centre, reachable by bus, shuttle bus and taxi. Public **bus service number 28** operates to/from Ljubljana bus station and runs about every hour (from 5.00 to 20.00 during weekdays). The journey takes 45 minutes and costs around 4.10€ (tickets can be purchased directly from the driver). There is also a **private shuttle service** running less frequently but it is a bit faster. The bus stops at the bus station in Ljubljana are situated in front of the railway station.

You can also arrange a **GoOpti transfer**, which also takes you to your desired drop-off location: www.goopti.com/en/transfers. We advise you to book the service in advance.

The **taxi**, located at the rank in front of the airport, costs around 35.00€.

Several **airports in the neighbouring** countries are relatively near as well and you might find cheaper tickets there: e.g. Trieste-Ronchi, Venice – Marco Polo di Tessera (VCE), Zagreb, Graz, Klagenfurt, and Vienna. GoOpti also travels to these locations, but you need to book the service in advance.



TRANSPORT - Arriving by train

Ljubljana has good railway links with Austria (Vienna, Klagenfurt, Graz), Germany (Munich), Croatia (Zagreb, Rijeka), Hungary (Budapest), and Italy (Trieste).

The main train station in Ljubljana (Železniška postaja) is situated in the city centre – a 10-minute walk to the old town. To reach Ljubljana by rail, you can check the timetables by clicking on: <http://www.slo-zeleznice.si/en/passengers/abroad/destinations>.



TRANSPORT - Arriving by coach:

The bus station (Avtobusna postaja Ljubljana) is situated in front of the main train station. The station also serves long distance buses. To reach Ljubljana by coach, you can check the timetable by clicking on: <http://www.ap-ljubljana.si/eng>.



TRANSPORT - Arriving by car:

Reaching Ljubljana by car, do not risk driving on the motorways without a road toll vignette, since the fines are heavy. Vignettes (stickers) can be bought at any petrol station.



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SUMMER ACADEMY – SLOVENIA

HOSPITALITY PROGRAM



REFERENCE PERSON

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iris.kolesa@ljubljana.si
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FACILITIES

- Lecture halls
- Computer rooms
- Desktop computers provided for each team

- Digital camcorders
- participants are encouraged to bring their own computers (laptops, tablets, etc.)



USEFULL NUMBERS

TAXI:

Taxi drustvo Ljubljana
Mobile: +386 (0) 31 234 000

Intertours Taxi
Phone: +386 (0) 31-311-311

EMERGENCY:

113

Ljubljana Tourist Information Centre TIC:

+386 (0)1 306 12 15



TRAVELLING BY CITY BUS

To reach the Faculty from the city centre take bus lines:

18 from Kolodvor (direction 'Center Stožice'; get off at the 'Živalski vrt ZOO' stop)

14/14B from Bavarski dvor (direction 'Vrhovci' or 'Bokalce'; get off at the 'Jamnikarjeva' stop).

You will need to buy an URBANA card for 2.00 EUR at one of the city street kiosks, or Urbanomats, selected post offices or at tourist information centres, and top it up (a single ticket in the city centre costs 1.20 EUR and includes a 90-minute bus switching period). The ride must be paid after entering the bus by validating the card at a card reader.

You can also use your Urbana card to pay for using the funicular to/from Ljubljana Castle.

Find out more: <http://www.jhl.si/en/single-city-card-urbana>.

A map of bus routes can be found at: http://www.jhl.si/sites/default/files/lpp_si/stran/datoteke/shema.pdf.



LEISURE

For ideas on what to see in Ljubljana and which other Slovenian places of interest to visit during your stay see: <http://www.visitljubljana.com/en/tours-and-excursions/>.

**STARTUP
EUROPE**



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SUMMER ACADEMY - SLOVENIA

PROGRAM
13TH JULY - 22TH JULY



Week 1

Mon. July 13th
CITIES OF THE FUTURE
Opening day

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 10:15 am	Registration and welcome	Official Institutional Welcome	Zoran Bosnić, Faculty of Computer and Information Science, University of Ljubljana (UL FRI) Lilijana Madjar, Regional Development Agency of Ljubljana Urban Region (RRA LUR)
10:15 – 13:00 am	Introduction	Topic introduction Summer academy introduction Getting to know each other	Lenart Kučič, Journalist at Delo Gregor Lončar, IBM Alenka Kavčič, FRI UL Ana Osredkar, Ana Kyra Bekš, Servis8
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 – 06:00 pm	FORMING TEAMS	Motivation speech Participants and idea presentations Forming teams	Tomaž Frelih, Hekovnik Ana Osredkar, Ana Kyra Bekš, Servis8

Tue. July 14th
DESIGN THINKING

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 01:00 am	Lecture + workshop	DESIGN THINKING AND RESEARCH	Ana Osredkar, Ana Kyra Bekš, Servis8
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 – 06:00 pm	Lecture + workshop	FIELD RESEARCH	

Tue. July 15th
IDEATION

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 01:00 am	Lecture + workshop	IDEATION	Ana Osredkar, Ana Kyra Bekš, Servis8
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 – 06:00 pm	Lecture + workshop	USER EXPERIENCE	Jože Guna, Matevž Pogačnik, Faculty of Electrical Engineering, University of Ljubljana



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SUMMER ACADEMY - SLOVENIA

PROGRAM 13TH JULY - 22TH JULY

Thu. July 16th BUSINESS MODEL

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 01:00 am	Lecture + workshop	BUSINESS MODEL AND PITCHING	Ivan Župič, Faculty of Economics, University of Ljubljana Aleš Pustovrh, Faculty of Economics, University of Ljubljana

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION
02:00 - 06:00 pm	Lecture + workshop	BUSINESS MODEL AND PITCHING

Fri. July 17th FUNDING OPPORTUNITIES

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 01:00 am	Lecture + workshop	Bootstrapping, seed and venture capital Crowdfunding	Aleš Pustovrh, Faculty of Economics, University of Ljubljana Luka Piškorič, crowdfunding.si

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 03:30 pm	Lecture + workshop	VIDEO MAKING	Matic Zavodnik
04:00 - 06:00 pm	workshop	IDEA DEVELOPMENT	Matic Zavodnik

Night Movie

Week 2

Mon. July 20th ICT & IDEA

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 01:00 am	Lecture + workshop	ICT WORKSHOP AND IDEA DEVELOPMENT	Alenka Kavčič, Matija Marolt, Matevž Pesek, Ciril Bohak, UL FRI

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION
02:00 - 06:00 pm	Workshop	IDEA DEVELOPMENT

Tue. July 21th IDEA

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 01:00 am	Lecture + workshop	IDEA DEVELOPMENT	Alenka Kavčič, Matija Marolt, Matevž Pesek, Ciril Bohak, UL FRI

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION
02:00 - 06:00 pm	Workshop	IDEA DEVELOPMENT



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644988.



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SUMMER ACADEMY - SLOVENIA

PROGRAM
13TH JULY - 22TH JULY

Wed. July 22nd
BUSINESS MODEL

TIME	ACTIVITY	DESCRIPTION	FACULTY
11:00 - 12:00 am	Pitching		
12:00 - 12:30 am	PRESENTATION	Ljubljana University Incubator	

FAREWELL LUNCH



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SUMMER ACADEMY – SLOVENIA

FACULTY/MENTORS



Alenka Kavčič
PhD



Is a senior lecturer at the Faculty of Computer and Information Science, University of Ljubljana. She teaches programming languages and software engineering: including agile methodologies and development of mobile applications. She co-organized several summer schools and workshops for students and teachers. Her interests include multimedia and internet technologies, computer-based education and learning, and information technologies in education.

Matija Marolt
assistant professor
and
head of Laboratory



is an assistant professor and head of Laboratory of Computer Graphics and Multimedia at the Faculty of Computer and Information Science, University of Ljubljana. He also teaches subjects related to these topics at the Faculty and at Academy of Fine Arts and Design. His research goal is teaching computers to understand music. He was involved in organization of several summer schools and conferences, and has extensive industrial experience with software development.

Ciril Bohak
MSc



is a teaching assistant at the Faculty of Computer and Information Science, University of Ljubljana. His expertise includes computer graphics, game technology, music information retrieval, human-computer interaction (HCI), gamification and e-learning. He was involved in organization of several summer schools for students and teachers. He is one of the founding members of Slovenian HCI community and an active member of Slovenian Game Development community.

Matevž Pesek
teaching assistant



is a teaching assistant at the Faculty of Computer and Information Science, University of Ljubljana, and a PhD student discovering algorithms for music perception and understanding. He participated in organization of several workshops and summer schools for mobile development. He has been involved in several startups from the fields of electrical engineering, mobile and web development. His interests also include human-computer interaction for user feedback retrieval and e-learning with a focus on marginal groups.

Matevž Pogačnik
associate professor



is an associate professor at the Faculty of Electrical Engineering, University of Ljubljana, where he heads the multimedia applications group of the Laboratory for Telecommunications. His research work is focused on numerous aspects of interactive multimedia services for different devices, including development of interactive services on all devices in the fields of e-learning and IPTV systems using different interaction modalities. He is also a lecturer and tutor at the LTFE (Laboratory for Telecommunications) ICT Academy.

Jože Guna
PhD



is a teaching assistant at the Faculty of Electrical Engineering, University of Ljubljana. His area of research includes internet technologies, multimedia technologies and IPTV systems with special emphasis on user centred design, user interaction modalities and designing the user experience; including gamification and flow aspects. He is an expert in internet, ICT and IPTV technologies and holds several industrial certificates from Cisco, CompTIA and Apple; including trainer licenses from Cisco and Apple.



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FACULTY/MENTORS



Ana Kyra Bekš
service designer



is a service designer by profession and an explorer by heart. She loves working and hanging out with people, that's why you'll see her mostly at workshops, conferences, concerts, and other cultural events. She is one of the co-organisers of Ljubljana Service Jams and co-founder of Servis 8 – an association for service design innovation, education and workshops. When she doesn't colour code anything, she loves to play games. Secretly she wishes to be a game designer. One day. Until then she tries to make this world a better place, one smile at a time.

Ana Osredkar
Market development
manager



is a Market development manager at Gorenje design studio, where she combines project management, design research, and service design skills to facilitate development of innovative solutions with corporate clients. In March 2012 she organized the first Global Service Jam in Ljubljana and is now a co-founder of Servis 8, Association for Service Design Innovation, Education and Workshops on a mission to bring service design thinking into organizational cultures and innovation efforts. She received her BS degree in Management and Organization from the Faculty of Economics, University of Ljubljana, and an MS degree in Marketing Management from Vlerick Leuven Gent Management School in Belgium.

Luka Piškorič
co-founder of
Slovenia
Crowdfunding



is a co-founder of Slovenia Crowdfunding initiative and a campaign strategist for several successful crowdfunding campaigns that turned young creatives and innovators into successful startups. He is also a co-founder of Polygon Creative Centre – an autonomous coworking space and platform for young professionals, creative communities and startups operating in the field of creative economies, social entrepreneurship and culture. As partner and consultant at Memo Institut strategic research and marketing agency, he is consulting on development of new products, services and brands.

Dr. Aleš Pustovrh
researcher



is a researcher of high-tech SMEs and innovative companies. He is currently employed at the University of Trieste, Italy and also cooperates with the Faculty of Economics at the University of Ljubljana, Slovenia, mostly in the research of regional innovation and startup environment in Slovenia, Italy and South-East Europe. He has also been actively involved within the Slovenian startup ecosystem and has cooperated with numerous Slovenian startup companies. He is one of the founders of ABC accelerator in Ljubljana and has also established 2 other companies. His goal is to help establish the first Slovenian startup to be listed on an international stock-exchange.

Ivan Župić
development
associate



is a development associate at CoBik centre of excellence and a Ph.D. candidate in Management and Organization at the Faculty of Economics, University of Ljubljana, Slovenia. His Ph.D. thesis investigates growth of high-tech firms. His research interests include high-growth firms, technology entrepreneurship, platform strategy, crowdsourcing and research methods. Before entering academia he worked as a consultant in IT industry and journalist/photographer in media.

**STARTUP
EUROPE**



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under grant agreement No 644988.



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SUMMER ACADEMY – UK



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EUROPEAN MENTORS AND TEACHER MOBILITY

UK summer academy hosted:
Marco di Norcia - Polimi



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SUMMER ACADEMY - UK

HOSPITALITY PROGRAM



LOCATION

UNIVERSITY OF NORTHUMBRIA

Design School Building - City Campus East Building 2 (CCE2)
New Bridge Street
Newcastle upon Tyne - NE2 1XA



ACCOMODATION

The University is located centrally and there are reasonably priced housing areas within walking distance.



TRANSPORT - Arriving by train

Trainstop Newcastle Central Station



REFERENCE PERSON

Paul Emmerson
0191 227 4124



FACILITIES

- Meeting rooms
- Co-working space

- Free WIFI



USEFULL NUMBERS

TAXI:

ABCTAXI, tel. +44 191 233 1000
LA, tel. +44 191 287 7777

EMERGENCY:

Emergency number 999
Police 101



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SUMMER ACADEMY - UK

PROGRAM
15TH JUNE - 20TH JUNE



Week 1

Mon. June 15th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 10:30 am	Introduction		
11:00 – 12:30 am	Workshop	Innovation	Paul Emmerson Simon Scott-Harden
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 – 03:00 pm	Lecture	Social Entrepreneurism Overview	Paul Emmerson
03:30 – 05:30 pm	Workshop	Blue Ocean Strategy	Marcos Antonio De Lima Filho
EVENING Site Visit to community			

Tue. June 16th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 11:00 am	Lecture	ICT & Digital Entrepreneurism	Dr. Sheng-feng QinEmmerson
11:00 – 12:00 am	Project Workshop		
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 – 03:30 pm	Lecture	What's the Point of Creativity at University?	
03:30 – 05:30 pm	Project Workshop		Paul Emmerson Ian Hewitt

Wed. June 17th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 – 12:00 am	Digital Workshops	Additive and subtractive manufacturing	Dr. Sheng-feng QinEmmerson
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 – 03:30 pm	Digital Workshops	Arduino / Gadgeteer	James Thomas



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SUMMER ACADEMY - UK

PROGRAM 15TH JUNE - 20TH JUNE

Thu. June 18th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 10:30 am	Lecture	Service Design	Matthew Lievesley
11:00 - 12:30 am	Lecture	Design-led innovation	Dr. Mersha Aftab

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 03:00 pm	Project Workshop		Paul Emmerson David O'Leary
03:30 - 05:30 pm	Lecture	Storytelling for design innovation	Dr. David Parkinson

Fri. June 19th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:00 am	Project Workshop		Paul Emmerson Howard Fenwick
12:00 - 13:00 am	Lecture	Business for Creatives	Dr. Stuart English

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Workshop	Business for Creatives	Annabel Smith

Sat. June 20th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:00 am	Project Workshop		Paul Emmerson

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Project Workshop		Paul Emmerson

Week 2

Mon. June 22th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:00 am	Hackathon		Paul Emmerson

01:00 am - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:00 am	Hackathon		Paul Emmerson



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SUMMER ACADEMY - UK

PROGRAM 15TH JUNE - 20TH JUNE

Tue. June 23rd

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 10:30 am	Lecture	Co-design processes	Prof Robert Young
11:00 - 12:30 am	Lecture	The ICT Business Idea Contest?	Paul Emmerson Ian Hewitt
11:00 - 12:30 am	Lecture	Commercialisation & Routes to Market	Matthew Lievesley
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Project Workshop		Paul Emmerson David O'Leary

Wed. June 24th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:00 am	Project Workshop		Paul Emmerson Simon Scott Harden
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Workshop	University Enterprise Skills	Larry Monster

Thu. June 25th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:00 am	Crowdfunding and Investment		Marco di Norcia, visiting professor
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 03:00 pm	Project Workshop		Paul Emmerson Howard Fenwick
03:00 - 06:00 pm	Lecture	Digital Designing and making	Dr. Sheng-feng Qin
Evening Community Presentation			

Fri. June 26th

TIME	ACTIVITY	DESCRIPTION	FACULTY
09:00 - 12:00 am	Project Work Review		All the faculty
01:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 06:00 pm	Pitch session		All the faculty
Evening Party			



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SUMMER ACADEMY - UK

FACULTY/MENTORS



Robert A Young



Robert is Professor of Design Practice at Northumbria University and Coordinator of the Northumbria DESIS Lab, which undertakes collaborative social innovation learning projects with public and third sector organisations. His research includes: the future of design practice; design's evolving role within society; design ontologies and methods to improve innovation and entrepreneurship, new economic, social and environmental value in business and society, specifically in the area of social innovation. He has advised two previous Design Council Design of the Times programmes on social innovation and service design projects with communities. He currently serves on the Scientific Advisory Board for The Netherlands' Creative Industries Science Programme, CRISP. He has partnered two recent AHRC Networks; Design Social Innovation and Sustainability UK, and; Service Design Research.

Paul Emmerson



Paul is an industrial designer with a decade of experience in industry, who founded a multi-disciplinary design agency. He has distinctions at MA in Three Dimensional Design from Manchester Metropolitan University and at MRes in Research in Design. He is presently writing-up his Ph.D. while working on a self-initiated research collaboration with Newcastle City Libraries to design what is termed a 'Makerspace' (akin to MIT's Fablab) for Newcastle's citizens at the City Library. Assisting his research are 2nd and 3rd-year Design for Industry students – on their summer work placement module. The goal of the City Library Makerspace is for it to act as a long-term outreach centre – an infrastructure of space, equipment, knowledge, know-how and social capital – for students and academics within Northumbria University's School of Design to practice 'engaged scholarship.' This initiative has potential to contribute to the CREA Summer Academy 2016 programme. Paul previously assisted in the delivery of the CREA SA 2015 CREA. His PhD research is on applying values and framing through design as a social innovation activity with communities of interest to produce innovative and entrepreneurial solutions to improve qualities of life.

Dr Stuart English



A specialist in design led innovation, Dr. English leads a portfolio of postgraduate programmes, he is creator of Ideas-lab and has returned outputs in all five of the University's REF submissions (2013, 2008, 2001, 1996 and 1992). His work on relational problem framing has initiated new methods, new products and new IP through an inclusive approach based on design led entrepreneurship. This addresses multi and cross-disciplinary contexts bounded by clarity of market objectives, and has led to numerous new companies and filed patents. The concept of multiple perspective problem framing developed by English as part of a PhD by publication (2011) provides the foundation for the development of ongoing academic collaboration, new postgraduate curricula, intellectual property and commercial value for business both through contract research and CPD.



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SUMMER ACADEMY - UK

FACULTY/MENTORS



Dr David Parkinson



David's experience within the design industry concerns the management of product and service development projects, handling industrial engagement and collaborations. In 2009, after graduating from his MA in Multidisciplinary Design Innovation he worked as a service designer on contracts looking at the provision of services by NHS ward districts in the Greater London area. He went on to lead and be part of consultant design teams on new product and service development projects on a freelance basis for Unilever's research and development plant in Port Sunlight, Liverpool. Simultaneously, he was appointed to the position of Industrial Liaison Officer at Northumbria University's School of Design, as part of the team negotiating collaborative projects between MA students and local enterprises including; Options UK, Roman Showers, Sarabec and Percy Hedley. Armed with these experiences, he constructed a doctoral research proposal focusing on the relationship between design and storytelling. His post-doctoral research addresses the questions: Do aspiring designers acknowledge a relationship between the design process and storytelling? If yes, how does this affect how they design? How are artefacts resulting from design processes used as tools for storytelling by organisations? How does the design process impact organisations (through storytelling), in terms of how they do things (an organisational strategy)? Does this leave a legacy?

Annabel Feez-Smith



Annabel studied fine art, printmaking and photography in Australia before moving to Leicester Polytechnic to train as a fashion and knitwear designer in 1984. Upon graduating, she set up and ran her own fashion business for twelve years before returning to academia as a Fashion Design and Production Course Leader and Lecturer at Hull College Group - Harrogate College. She is now awaiting examination of a Doctorate of Design Practice, which has developed and designed learning materials related to business skills, specifically for creative students, artists and fashion designers. Her research interests concern the conversion of threshold concepts in business studies through visual learning resources to maximise their receptivity and application by creative practitioners.

David O'Leary



David's lifelong obsession is with mechanisms, materials and processes. He graduated from Teesside University, Product Design in 1997, having also completed an internship with IDEO in Boston, USA. He has spent the last fourteen years working as an industrial designer with local, national and international clients. He has taught at the Northumbria School of Design since 2001 on a part time basis and is now a full-time senior lecturer and programme leader. His research strives to make a positive difference to the world through design through reconnection of the digital with the physical world of making and the nature of materials, usability and interaction. He undertakes collaborative research and teaching projects with the following companies; Unilever, Mars, Northern Housing Consortium, Glen Dimplex, and Newcastle Science City, and with the following design consultancies; Seymour Powell, Plan, Equals Design, matter and for people.



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FACULTY/MENTORS



Larry Monster



Larry is a graduate of the Design for Industry programme at Northumbria University. Since December 2015 he has worked at Motu Labs (Startup Foundation)– based in the Rotterdam Area, The Netherlands, creating start-ups with external partners, which become the most innovative spaces in Europe. Motu is a test location where new concepts are prototyped and tested through small experiments. Previously, Larry has worked at the Startup Foundation from April 2014, helping other founders and innovators to create the best products and services possible through design and modern entrepreneurship techniques. He is about to embark on a PhD looking at design-led entrepreneurship, using CREA projects and practices as a data set for study.

Howard Fenwick



Howard is the Industrial Design Studies Director at the School of Design, Northumbria University, formerly; Programme Leader Design for Industry and Transportation Design at Northumbria. He has been an academic at the University since March 2001 to the present. He was previously the Senior Designer at Bombardier Transportation, between September 1995 to March 2001. His professional design knowledge and expertise are in the fields of industrial design and public transportation systems, with a focus on human centred design and interaction and design for manufacture. His current research interests lie in the areas of product and service system design to sustain natural resources and systems of community and social equity, based on collaborative working to promote design learning and entrepreneurship.

Marcos Antonio di Lima Filho



Marcos is a Brazilian graduate of design and business studies, who is undertaking a doctoral programme at Northumbria University, School of Design, which seeks to understand whether and how design can create new markets (blue oceans). His work addresses several research questions to answer this challenge: What is competitive strategy? What is design strategy (strategic design management)? What is blue ocean strategy? Can design be a tool to build blue ocean strategies? Could designers be entrepreneurs?

Dr Mersha Aftab



Coming from an Undergraduate background in Fashion and Information Technology from the National Institute of Fashion Technology in India, I worked as a Visual Merchandiser in one of the leading Retail chain outlets in India. After 2 years of work experience I moved to Newcastle UK to pursue a Masters in Design Management at the School of Design, Northumbria University. During this MA, my research interests spanned Design's Role in the Strategic Innovation process in multinational industries, which continued into my PhD study in collaboration with; Philips Design based in Eindhoven, Nokia Design Research in Finland, Airbus Cabin Innovation in Germany, Daimler in Germany, Sony Ericsson in the United Kingdom and IBM in the USA. My current work looks at the role of Design at a strategic level in multinational industries. My interest in academia and passion for teaching led to a full time lectureship at the School of Design, Northumbria University teaching Design-led Innovation Practices.



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SUMMER ACADEMY - UK

FACULTY/MENTORS



Matthew Lievesley



Prior to joining Northumbria University Matthew held positions in Design and Product Management in Manufacturing Industry, analysing market opportunities and managing design programmes from a human-centred perspective, from inception to market launch. His experience to date encompasses over forty products and services in production, encompassing national and international Patents and Design Registrations. Trained in both design and business, he manages research and design projects across disciplines, from digital-media through product and brand and into service design. Improving how users interact with the made world is what it's all about. A key area of his activity centres around innovation in healthcare through Service Design approaches/methods. For example, this has included developing improved care-pathways for people with Type II Diabetes and better-equipped clinicians advising those people and their carers/loved-ones. His collaborators in this area of research include: Newcastle University Medical School, AgeUK, Hitachi, Newcastle City Council, NESTA, NHS (healthcare service design).

Howard Fenwick



Following graduation from The University of Glasgow and The Glasgow School of Art in Product Design Engineering and then a Masters in Computer Aided Product Development, Simon worked for a number of product and industrial design consultancies. He then went on to set up a product design and development company. Design initiatives included consultancy work for a number of consumer, sports and healthcare clients. Over the years he has also taken a number of his own products to market, from initial conception through to production and through the creation and development of the IP, he has been involved in the resulting commercial collaborations / spin out companies. He is now a Senior Lecturer on Design for Industry and Transportation Design since September 2009 and is undertaking a PhD in Active forms for responsive environments. His other research interests include: Medical innovations in infection control, Patient positioning during surgery, Adaptive snow and surf sport equipment, and Applications of nonwoven technology.

Professor Sheng-feng Qin



Dr Sheng-feng Qin is Professor of Digital Design at Northumbria University with an extensive career in design academia. Prior to this post, he was a Reader in Product/Industrial Design at Northumbria University (January 2014-July 2015). Before joining Northumbria School of Design in 2014, he worked in the Department of Design at Brunel University as a Senior Lecturer in Product Design (September 2007- December 2013) and a Lecturer in Industrial Design (September 2001-August 2007). At Brunel University, he led the Computer Aided Design and Engineering research group between 2007 and 2013. Dr Qin was a post-doctoral Research Fellow at the University of Loughborough's Manufacturing System Integration Institute (MSI) between 2000 and 2001, and a Research Assistant in the School of Product Design at the University of Wales Institute Cardiff between 1998 and 1999. Before his visit to the University of Birmingham between 1996 and 1997 as an Academic Visiting Scholar in the School of Mechanical and Manufacturing Engineering, he was an Associate Professor at East China Jiaotong University of China. He worked as a Design Engineer in HuaiBei Coal Mining Construction Company in China between 1983 and 1985. His research interests include: Computer-Aided Conceptual Design, Sketch-Based Interface and Modelling, Interface and Interaction Design, Crowdsourcing Based Collaborative Design and Innovation, Simulation Modelling and Virtual Manufacturing, Design Ergonomics & Virtual Human Modelling, Smart product and Sustainable Design, Culture-Based Product Design, Digital design methods and tools. Prof. Qin has published more than 150 papers in journals and conferences and 2 books.



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SUMMER ACADEMY – ESTONIA

WELCOME PACK



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SUMMER ACADEMY – ESTONIA

HOSPITALITY PROGRAM



LOCATION

Tallinn Creative Incubator
Veerenni 24, Tallinn
Estonia



ACCOMODATION

Participants can consult resources like tallinnstudent.eu/ to find places to stay. The Creative Incubator is located centrally and there are reasonably priced housing areas within walking distance.



TRAVELLING BY CITY BUS

buses 3, 16, 28, 39 have stops right next to the premises



TRANSPORT - Arriving by train

Trainstop **Kitseküla** servicing local connections is 1km away.



REFERENCE PERSON

Kristjan Niinemaa
+37254005225

Mary Rannaste
+37256946233

Magnus Lomp
+37255610231



FACILITIES

- Meeting rooms
- Co-working space

- for a 2-day seminar out of town transport and full board will be provided



USEFULL NUMBERS

TAXI:

Tallinnk, tel. +372 6408921
Tulika, tel. +372 6120000
Takso 24, tel. +372 640 8927

<http://taxify.eu>

Tallinn Airport: +372 605 8888
Tallinn Harbour: +372 631 8550

EMERGENCY:

Police 110
Emergency services 112
Helpline (transport, environment, pets, greenery, etc.) 1345

Business Directories
information phoneline 119
Ekspress hotline 1182
InfoAtlas 1185



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SUMMER ACADEMY - ESTONIA

PROGRAM
17TH - 28TH AUGUST



Week 1

Mon. Aug. 17th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Exercises,	Ice-breaking and team building exercises, intros to the ideas, intro to SA and business development tools	Katrin Jaaska Sander Pere Urmas Reikop Kristjan Niinemaa
12:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
02:30 - 06:00 pm	Teamwork	Coaches sessions and teamwork	

Tue. Aug. 18th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Summercamp4Startups		
12:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
02:30 - 06:00 pm	Summercamp4Startups		
dinner, Student VC, demoday pitching, disco and games, out of town, overnight stay			

Wed. Aug. 19th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Summercamp4Startups		Katrin Jaaska Sander Pere Urmas Reikop Kristjan Niinemaa
12:00 am - 02:00 pm Buses back in Tallinn			
TIME	ACTIVITY	DESCRIPTION	
02:30 - 06:00 pm	Coaches sessions and teamwork	Define and validate a customer problem, define and validate a solution	

Thu. Aug. 20th

TIME	ACTIVITY	DESCRIPTION	FACULTY
Bank Holiday			



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SUMMER ACADEMY - ESTONIA

PROGRAM 17TH - 28TH AUGUST

Fri. Aug. 21th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Coaches sessions and teamwork	Develop an MVP, develop a business model	Katrin Jaaska Sander Pere Urmas Reikop Kristjan Niinemaa
12:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
02:30 - 06:00 pm	Coaches sessions and teamwork	Develop an one-pager and a pitch, pitch rehearsal	

Week 1

Mon. Aug. 24th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Lecture	Funding opportunities	Heidi Kakko
12:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	
02:30 - 06:00 pm	Lecture	"Life in an Accelerator" Digital marketing and communications	Calum Cameron Priit Kallas

Tue. Aug. 25th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	TBI summerschool at Roosta		Heidi Kakko Erik Anderson
12:00 am - 02:00 pm Buses back in Tallinn			
TIME	ACTIVITY	DESCRIPTION	
02:30 - 06:00 pm	TBI summerschool at Roosta		
Pitch contest and socializing Out of town overnight stay			

Wed. Aug. 26th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	TBI summerschool at Roosta		Heidi Kakko Erik Anderson
12:00 am - 02:00 pm Buses back in Tallinn			
TIME	ACTIVITY	DESCRIPTION	
02:30 - 06:00 pm	TBI summerschool at Roosta		



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SUMMER ACADEMY - ESTONIA

PROGRAM 17TH - 28TH AUGUST

	TIME	ACTIVITY	DESCRIPTION	FACULTY
Thu. Aug. 27 th	10:00 - 12:00 am	Lecture	IPR Basics	Almar Sehver
	12:00 am - 02:00 pm Lunch Break			
	02:30 - 06:00 pm	Coaches sessions and teamwork	Final version of the one-pager and pitch	Katrin Jaaska Sander Pere Urmas Reikop Kristjan Niinemaa
Fri. Aug. 28 th	10:00 - 12:00 am	Coaches sessions and teamwork	Final version of the one-pager and pitch	Katrin Jaaska Sander Pere Urmas Reikop Kristjan Niinemaa
	12:00 am - 02:00 pm Lunch Break			
	02:30 - 06:00 pm	Coaches sessions and teamwork	Final version of the one-pager and pitch	
	Closing Party			



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SUMMER ACADEMY – ESTONIA

FACULTY/MENTORS



Kristjan Niinemaa

Export Consultant

Finance/Business Services

Entrepreneurship
oriented



Studied Business Administration in Tallinn Technical University. Has a 20+ years of experience in financial management in different industries (insurance, logistics, hospitality) for public and private organisations. Kristjan has worked with international money markets and pan-European business networks. In his role with Tallinn Business Incubators Kristjan helps early stage businesses to forge cross-border relationships with customers and investors.

Sander Pere

Consultant/entrepreneur

Analytics/ Project
management

Entrepreneurship
oriented



Project manager and entrepreneur, he has analytical background in Market Research and in Business Development. He is a coach in Tallinn Business Incubator to grow and lead new companies.

Katrin Jaaska

Helping designers to make
their dreams come true and
earn money

Marketing/PR/Strategy/
Networking

Creativity oriented



Graduated in Marketing and Advertising, she's been working for different companies in marketing (tourism sector, F&B, entertainment, fashion) for more than 10 years. Right now she is working as a business and marketing consultant at the creative incubator, also volunteers for different Estonian fashion and product designers as PR and marketing strategist, and promotes a small surf club.

Urmas Reikop

Incubation Manager

Management Consulting,
Business Strategy

Entrepreneurship
oriented



Business consultant specialized in management consulting, business strategy and start-ups. Working as incubation manager in Tallinn Business Incubators. In everyday work helping start-ups to grow their businesses and develop their products.



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SUMMER ACADEMY – NETHERLANDS

WELCOME PACK



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EUROPEAN MENTORS AND TEACHER MOBILITY

Netherlands summer academy hosted:

Arianna Vignati - Polimi

Federico Cauro - Polimi



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SUMMER ACADEMY - NETHERLANDS

HOSPITALITY PROGRAM

LOCATIONS



HKU University of the Arts Utrecht

Location Lange Vie
Lange Viestraat 2b
3511 BK Utrecht



Wifi

Wifi: HKU_WPA
Password: cex8zu86StAstEn



Rotslab

Rotsoord 9
3523 CL Utrecht



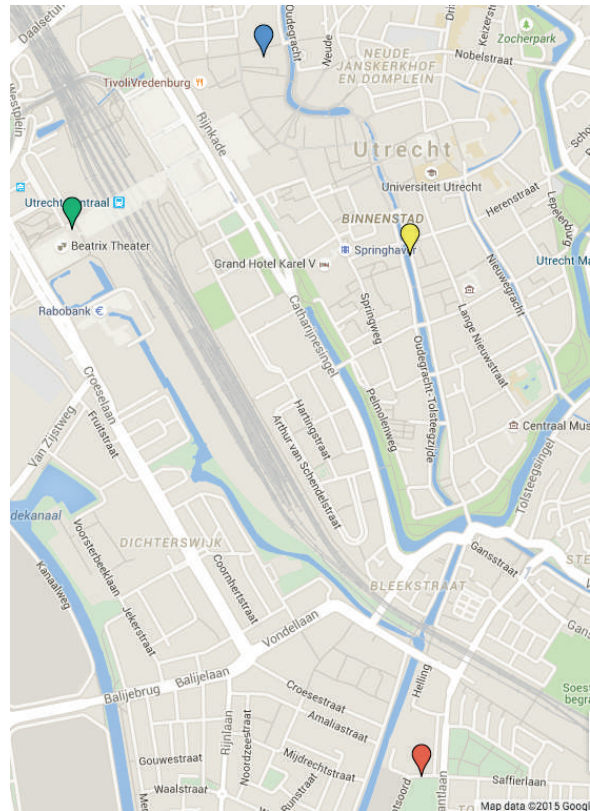
Dutch Game Garden

Jaarbeursplein 6
3521 AL Utrecht



In de Ruimte

Oudegracht 230-A a/d Werf
3511 NT Utrecht



REFERENCE PERSON

Karen Sikkema
course leader
karen.sikkema@hku.nl
+31 (0)6 5577 5724



TRANSPORT - Arriving by air

Nearest Airports is:
Amsterdam Schiphol



TRANSPORT - Arriving by train

From Amsterdam Schiphol and several other places you can easily reach Utrecht by train.
The name of the main station is "Utrecht Centraal"



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SUMMER ACADEMY - NETHERLANDS

PROGRAM
06TH JULY - 17TH JULY



Week 1

Mon. July 06th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00 am	Introduction		Gabrielle Kuiper Viktor Wijnen Thera Jonker Karen Sikkema Anneli Jurrij
11:00 - 12:30 am	Lecture	Overview of trends and developments in creative technologies	Willem Jan Renger
12:00 am - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 03:00 pm	Project Workshop		Loyda van der Vlist
03:30 - 05:00 pm	Pitches	All teams pitch the idea they chose to work on during the Summer Academy	

Tue. June 07th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Lecture	Introduction to Creative process	John Hennequin Lenno Verhoog
12:00 am - 01:00 pm	Lecture	Introduction to Design Thinking & Ideation in Technology driven innovation.	Keimpe de Heer Arianna Vignati
01:00 - 02:00 pm Lunch Break			
TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 17:00 pm	Workshop	Unpack Creativity Canvas	Arianna Vignati Federico Cauro

Wed. June 08th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 11:00 am	Lecture	Intercultural Communication	Harald Warmelink
11:00 am - 04:00 pm	Interactive session	Interactive workshop on Team building/ Team formation with a specific focus on working in (intercultural) creative teams with a technology / innovative product or service. (Lunch included)	Dorian Maarse Anneli Jurrij
04:00 - 06:00 pm	Workshop	Put your new team-skills to the test through a hands-on workshop of screen printing	



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SUMMER ACADEMY - NETHERLANDS

PROGRAM 06TH JULY - 17TH JULY

Thu. July 09 th	TIME	ACTIVITY	DESCRIPTION	FACULTY
	10:00 - 12:00 am	Lecture	Introduction to Entrepreneurship theory and practice	Sjoerd Wennekes
	12:00 am - 02:00 pm Lunch Break			
	TIME	ACTIVITY	DESCRIPTION	FACULTY
	02:00 - 05:30 pm	Excursion & drinks	Excursion to Dutch Game Garden - meet the startups! Drinks afterwards.	Sjoerd Wennekes Karen Sikkema

Fri. June 10 th	TIME	ACTIVITY	DESCRIPTION	FACULTY
	10:00 - 12:00 am	Lecture	Introduction to business models business modelling	Karen Sikkema Thijs van Lier
	01:00 - 02:00 pm Lunch Break			
	TIME	ACTIVITY	DESCRIPTION	FACULTY
	02:00 - 05:00 pm	Interactive team workshop	Business Model Canvas and work further on your idea	Karen Sikkema Thijs van Lier

Week 2

Mon. June 13 th	TIME	ACTIVITY	DESCRIPTION	FACULTY
	10:00 - 11:00 am	Lecture	Business planning Strategy and finance How to start your business plan	Thijs van Lier
	01:00 - 02:00 pm Lunch Break			
	04:00 - 06:00 pm	Team working session	Start working on your business plan.	Thijs van Lier Karen Sikkema

Tue. June 14 th	TIME	ACTIVITY	DESCRIPTION	FACULTY
	10:00 - 11:00 am	Lecture	Building on your Business Model Canvas.	Maurille de Smalen
	11:00 - 12:00 am	Seminar	Design your Demo	Maurille de Smalen
	12:00 - 04:00 pm	Find your customers		
	04:00 - 05:00 pm	Seminar	Tell us how you did!	Maurille de Smalen Karen Sikkema



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SUMMER ACADEMY - NETHERLANDS

PROGRAM 06TH JULY - 17TH JULY

Wed. July 15th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Interactive business plan session	Work on your business plan, and get coaching on how to improve.	Anneli Jurrij Sjoerd Wennekes Maurille de Smalen Thijs van Lier

12:00 am - 01:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
01:00 - 05:00 pm	Consultancies/ team work		Niels Keetels Anneli Jurrij Sjoerd Wennekes Maurille de Smalen Thijs van Lier

Thu. June 16th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:00 - 12:00 am	Interactive session/ pitch training	how to present yourself and your product	Loyda van der Vlist

12:00 - 01:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
01:00 - 04:00 pm	Consultancies/ team work		Niels Keetels Karen Sikkema Anneli Jurrij Sjoerd Wennekes Maurille de Smalen Thijs van Lier Loyda van der Vlist

04:00 - 05:00 pm	Practice your pitch again		Loyda van der Vlist
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Fri. June 16th

TIME	ACTIVITY	DESCRIPTION	FACULTY
10:30 - 12:00 am	Prep-hours		Anneli Jurrij Sjoerd Wennekes Maurille de Smalen Thijs van Lier

12:00 - 02:00 pm Lunch Break

TIME	ACTIVITY	DESCRIPTION	FACULTY
02:00 - 03:00 pm	Pitching		Local Jury

03:00 - 06:00 pm PARTY



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SUMMER ACADEMY – NETHERLANDS

FACULTY/MENTORS



Willem Jan Renger



Trends in Creative Technologies
Head of StudioLab
HKU Games & Interaction

Loyda van der Vlist



Pitch training and presentation
Teacher at HKU Arts & Economics
Entrepreneur and owner of The Write Place

John Hennequin



Creative Process
Teacher at HKU Games & Interaction

Lenno Verhoog



Creative Process
Teacher at HKU Media
Entrepreneur and owner of SpOp

Keimpe de Heer



Design Thinking
Study coordinator at HKU Games & Interaction
Entrepreneur and owner of de Heer projecten

Arianna Vignati



Guest teacher
Professor at Politecnico Milano, CREA partner



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SUMMER ACADEMY – NETHERLANDS

FACULTY/MENTORS



Federico Cauro



Guest teacher
Teacher at Politecnico Milano, CREA partner

Harald Warmelink



Intercultural cooperation
Professor at HKU Games & Interaction

Anneli Jurrij



Team work/ intercultural cooperation
Staff member, CREA European Research
Entrepreneur and owner of INNOCACO

Dorian Maarse



Team work/ international cooperation
Teacher at HKU Arts & Economics
Entrepreneur and owner of Maarse & Mensen

Sjoerd Wennekes



Entrepreneurship Theory & Practice
Staff member, Organisation and Student selection
Entrepreneur and owner of Monobanda Digital

Karen Sikkema



Business Model Canvas
Teacher at HKU Arts & Economics and HKU Games & Interaction
Entrepreneur and owner of Oliv Games and Living Story



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SUMMER ACADEMY – NETHERLANDS

FACULTY/MENTORS



Thijs van Lier



Business Model Canvas; Business Plan, Strategy, Finance
Teacher at HKU Arts & Economics
Entrepreneur and owner of Gajes in de Bajes

Maurille de Smalen



Customers & validation; Storytelling, Marketing
Teacher at HKU Arts & Economics

Niels Keetels



Programming
Teacher and software engineer at HKU Games & Interaction