

SUMMER ACADEMY

The logo for bwcon features the text 'bwcon' in a blue, lowercase, sans-serif font. To the left of the text are two small, empty square boxes stacked vertically.

In Cooperation with:





SUMMER ACADEMY: „The Lean Startup Curriculum for Sustainable Ventures“

**28th August – 8th September 2017
+ one additional week included for selected candidates (till the 15th
September)**

**HTWG Konstanz
Brauneggerstr. 55
78462 Konstanz
Building H – Third Floor**

Travel to location: <http://www.htwg-konstanz.de/Kontakt.18.0.html#c7047>

THE SUMMER ACADEMY IN CONSTANCE



Selected participants of the CREA Summer Academy will have the opportunity to attend an additional week from the 11th to the 15th September 2017 at the University in Constance to keep on working on their projects and further develop their business model and go-to-market strategy with expert of the field. The third week will particularly focus on more advance teams with a green business ideas. Participants will deepen topics as access to finance, Intellectual Property rights and Eco-Innovation.

No additional fee are foreseen for this third week of training. During the skype interview candidates will receive a direct confirmation if they can also attend the third week of training.

PROGRAM OVERVIEW – Week 1

	Mon Team Building	Tue Design Thinking	Wed Lean Startup & Customer Development	Thu Problem- Solution Fit	Fri Value Proposition	WEEKEND Get out of the Building
9:00 – 12:30	10:00 Welcome & Intro Competence Profiling and Speed Dating Team Building Challenge	Design Thinking * - <i>Daniela Zimmerman, bwcon</i>	Fine-tuning your idea with Design Thinking*** Lean Start Up Introduction - <i>Simona Pede, bwcon</i> Persona Workshop	Testing the problem and the customer segment - <i>Simona Pede, bwcon</i> Workshop: Customer Interviews Get out of the Building	Defining your Value Proposition** - <i>Simona Pede, bwcon</i> Workshop: Value Proposition Canvas	Get out of the Building Assignments: Pivot or Persevere?
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
13:30 – 15:00	Get to know your team Team role and competences (Belbin)– <i>Alexandra Rudl, bwcon</i>	Technology Trends as inspiration for your idea Business Idea Generation with the help of Design Thinking	Customers jobs, pains and gains Assumption on the customer problem - Hypothesis Workshop Part I	Customer Feedback Analysis Fine-tune your Hypothesis - Workshop Part II	Testing the solution Define Experiments to test your solution with customers***	Team Building Excursion
15:00 –			Coaching	Coaching	Coaching	

PROGRAM OVERVIEW – Week 2

	Mon Product Market Fit & Prototyping	Tue Business Model	Wed Marketing and Pitching	Thu Business Idea Check	Fri Final Pitching
9:00 – 12:30	<p>Teams' presentation: Pivot or Persevere?</p> <p>Software prototyping using cloud-based platform- <i>tbid (Enrico Ferro or Alessandro Contini)</i></p>	<p>Customer Feedback Analysis & Pivoting</p> <p>Design your Business model with Lego Serious Play – <i>Alexandra Rudl, bwcon</i></p> <p>Business Model Development – <i>Valentina Grillea, bwcon</i></p>	<p>Go to Market Strategy</p> <p>Presenting your idea: how to pitch - <i>Simona Pede, bwcon</i></p>	<p>Teams' presentation: Lesson Learned and Show me the currency</p> <p>Business Model Fine-tuning</p>	Final Pitch
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch
13:30 – 15:00	<p>Build your Mock-up</p> <p>Show me the currency challenge*</p>	Business Model Workshop	<p>Team Work and Coaching</p> <p>Or in alternative // Get out of the Building and test your prototype with the customer</p>	Prepare your Pitch Deck + Mentoring	
15:00 – 16:00	Coaching// Peer Review	Coaching// Peer Review	Coaching// Peer Review	Coaching// Peer Review	
From 16:30	Free Group Work// Get out of the Building & Test your prototype with customers	Free Group Work	Keynote: Trends in the digitalization – <i>Christoph Selig, HTWG</i>	Free Group Work	

PROGRAM OVERVIEW – Week 3

	Mon Business Model Innovation	Tue Market Strategy and IPR	Wed Sales & Funding Strategy	Thu Validate your Business Model	Fri Final Pitching
9:00 – 12:30	<p>Present you and your Idea with Lego</p> <p>Definition of Eco-innovation**</p> <p>Eco-Design Principles</p>	<p>Digital Market Strategy & Growth Hacking</p> <p>Workshop: Develop your Marketing Strategy</p>	<p>Access to Finance</p> <p>Workshop: Define your funding strategy</p>	<p>Validate your Business Model - <i>Valentina Grillea, bwcon</i></p> <p>Green Check your Innovation Idea</p>	Final Pitches
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch
13:30 – 15:00	<p>Business Model Innovation – <i>Valentina Grillea, bwcon</i></p> <p>Revenue Model Design</p>	<p>Intellectual Property Right</p> <p>Lean Management</p>	<p>Sales Workshop</p> <p>Preparing your pitch // Group Work</p>	<p>Investment readiness Workshop (<i>pitching training</i>)</p>	Award Ceremony
15:00 – 16:00	Coaching// Business Model Clinic	Coaching// Marketing Clinic	Coaching// Founding Clinic	Free Group Work	
From 16:30	Keynote: Life Cycle Assessment	Free Group Work	Meet a Green Entrepreneur	Meet a Green Entrepreneur	
19:30			Surprise Event		