



crea
summer academy

Creativity & ICT
for new
entrepreneurship

SUMMER ACADEMY - GERMANY

PROGRAM
29TH AUGUST - 9TH SEPTEMBER



Week 1

Monday
Aug. 29th

DESIGN THINKING

Simona Pede, bwcon / Corinna Voss, bwcon

WELCOME DINNER

Tuesday
Aug. 30th

TEAM BUILDING

Simona Pede, bwcon / Corinna Voss, bwcon

Wednesday
Aug. 31st

LEAN STARTUP & CUSTOMER DEVELOPMENT

Simona Pede, bwcon / Corinna Voss, bwcon / Valentina Grillea, bwcon

Thursday
Sept. 1st

PROBLEM-SOLUTION-FIT & VALUE PROPOSITION

Simona Pede, bwcon / Corinna Voss, bwcon / Valentina Grillea, bwcon

FRIDAY
Sept. 2nd

PRODUCT-MARKET-FIT

Simona Pede, bwcon / Corinna Voss, bwcon / Valentina Grillea, bwcon



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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Week 2

Monday
Sept. 5th

BUSINESS MODEL MODEL

Simona Pede, bwcon / Corinna Voss, bwcon / Karen Sikkema HKU / Thijs van Lier, HKU

Tuesday
Sept. 6th

MARKETING & PITCH

Simona Pede, bwcon / Karen Sikkema HKU / Thijs van Lier, HKU / Christoph Selig, HTWG / Ulrich Hutschek, HTWG / Christina Unger, HTWG

CORPORATE SPEED-DATING DINNER

Wednesday
Sept. 7th

PRODUCT DEVELOPMENT

Simona Pede, bwcon / Christoph Selig, HTWG / Ulrich Hutschek, HTWG / Christina Unger, HTWG / Stefano Bruna, Polimi

Keynote: Connecting IoT, Big Data and Cloud
Prof. Schwenkreis, DHBW

Thursday
Sept. 8th

VALIDATE YOUR BUSINESS MODEL

Simona Pede, bwcon / Valentina Grillea, bwcon / Ulrich Hutschek, HTWG / Christoph Selig, HTWG / Christina Unger, HTWG / Prof. Schwenkreis, DHBW

FRIDAY
Sept. 9th

PITCHING DAY

Simona Pede, bwcon / Ulrich Hutschek, HTWG / Christina Unger, HTWG / Prof. Schwenkreis, DHBW

WORKSHOP: MEET THE COMPANIES

AWARD CEREMONY



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