

ECMT+ IP: Driving Urban Entrepreneurship – draft programme

	Time	Format	Content	Material	Who (suggestion)	Comments
25.2.2018	Arrival day					
Day 1 Monday 26.02.2018 Welcome	9:30–10:30	Check-in	Check-in at UASW UAS Wildau campus tour	Survival package	Simon Devos	
	11.00-12:15	Roadmap	Introduction to the IP course (content, expected output, milestones, organizational issues)	ppt with roadmap	Greg Bond Dana Mietzner	
			Presentation of IP personnel and their roles		All partners	
	Resources	Digital tools, Wi-Fi access, room plan, digital badge etc.		Babette Grothe Markus Lahr Kaija Sankila		
12:15–13:00	Ice breaker				Sandrine LePontois Simon Devos	
	13:00–14:00	Lunch				
	14:00–16:30	Pitch it.	Formation of 9 international project teams	Marketplace of business ideas	Greg Bond	Teams are formed and coaches are allocated for the two weeks. Teams have names, slogans, acronyms.
	16:30-17:00	Coffee Break				
	17:00-18:00	Learn it.	Team work Project management		Sini-Tuuli Saaristo Kaija Sankila	
Milestone I	Getting familiar with everything and everyone and team formation Fixed teams, business idea topic for each team Team spokesperson, coach, team name/team slogan/team acronym					

Day 2 Tuesday 27.02. 2018 Entre- preneurial Trends & Spirit	9:00 – 09:30	Brief it.	Trainers' brief			
	9:30 – 10:15	Learn it	General introduction to entrepreneurship – Whole group		Stéphane Foliard	
	10:30 – 11:15	Learn it.	Parallel Sessions		Session 1 Veronika Gustafsson: Success Factors/Failure Management	Session 2 Ewa Badzińska: advantages and obstacles to intercultural collaboration
	11:15 – 11:45	Coffee Break				
	11:45–12:30	Learn it.	Parallel Sessions		Session 1 Jef Tavernier: Social Entrepreneurship	Session 2 Michal Stoklasa: PEST - trends changing the world!
	12:30–13:30	Lunch				
	13:30–14:30	Do it.	Collection of entrepreneurial snippets seen, pictured, observed in the Berlin area/entrepreneurial environment	Scrapbooks <i>What is entrepreneurial spirit for you?</i> Berlin guide for entrepreneurial places/enviroments	Markus Lahr	
Milestone II	Each team brings 5 most interesting entrepreneurial insights and practical ideas from the city					

Day 3 Wednesday 28.02.2018 Entre- preneurial prototypes I Entre- preneurial prototypes I	9:00	Brief it.	Trainers' brief			
	9:30–11:30	Present it.	Results from Berlin		Evelyne, Greg, John, Anne, Sandrine, Heikki, Sini-Tuuli, Kaija, Martin	Format should involve selected students and interactive work – not necessarily in plenum
	11:30–12:00	Coffee Break				
	12:00–13:00	Learn it.	4 Parallel Sessions	Session 1: Babette Grothe and Markus Lahr - Prototyping and prototyping of idea	Session 2: Heikki Immonen The lean startup approach	Session 3: Stéphane Foliard - KPIs Session 4: Ann Vandembroucke - Creativity
	13:00–14:00	Lunch				
	14:00–15:00		4 Parallel Sessions - repeated	Session 1: Babette Grothe and Markus Lahr - Prototyping and prototyping of idea	Session 2: Heikki Immonen - The lean startup approach	Session 3: Stéphane Foliard - KPIs Session 4: Ann Vandembroucke - Creativity
	15:00–15:30	Coffee Break				
	15:30–18:00	Do it.	Pretotypes of the business idea Feedback on the prototype with coaches New approaches/perspectives for the business idea Persona	ViNN: Lab equipment, diverse materials, guiding questions	Babette Grothe Markus Lahr Coaches	
	Milestone III	Pretotype, utilization of feedback by coaches, persona				

Day 4 Thursday 01.03.2018 Entre-preneurial prototypes II Entre-preneurial prototypes II	9:00	Brief it.	Trainers' brief			
	9:30–10:30	Do it.	Prototype (iteration of the pretotype) Collection of open questions Feedback/support on the pretotype by coaches	ViNN:Lab equipment, diverse material, guiding questions	Babette Grothe Markus Lahr Coaches	Perhaps professors from Wildau as observers and feedback-givers
	10:30–11:00	Coffee break				
	11:00–12:30	Learn it.	Students gain knowledge of selected methods in customer observation: - How to test your product on the market? - How to learn more about your potential customers' needs? shadowing, explorative interviews, context interviews, customer journey, useful checklists and templates, customer profiling	Lecture / workshop	Dana Mietzner	
	12:30–14:00	Lunch				
	14:00–15:00	Learn it.	How to do customer profiles How to do user tests		Michal Stoklasa	
	15:00–15:30	Coffee Break				
	15:30–17:30	Do it.	Preparation of user tests (guidelines, questions, templates...) Briefing for next day in Berlin		Dana Mietzner Coaches	
	Milestone IV	Prototype I test design				

Day 5 Friday 02.03.2018 Iteration Finalize ideas		Do it. In Berlin	Implementation and utilization of customer observation methods User feedback Business idea iteration	Guidelines, questionnaires, templates	People in Berlin	Students spend the day in Berlin. There is no presence in Wildau. ECMT+ project meeting in Wildau
		Do it.	Preparation of presentation of the final tested business idea for Monday	ppt, prototype	Coaches	
Milestone V	Final tested business idea					

Day 6 Saturday 03.03.2018	10:00-18:00	Excursion with Cultural Relevance				To be discussed and decided

Day 7 – Monday 05.03.2018 Business Model Business Model	9:00	Brief it.	Trainers' brief			
	09:30–11:30	Present it.	Presentation of the final tested business idea and presentation	ppt, prototype	Moderator: Martin Bradbeer	10 minutes per team, feedback
	11:30–12:00	Coffee Break				
	12:00–13:00	Learn it.	Knowledge of different business model approaches (60 min max)	ppt	Babette Grothe	
	13:00–14:00	Lunch				
	14:00–15:30	Learn it.	Generic business models (patterns)	ppt	Ron Beirens/Joan Scott	
	11:30–12:00	Coffee Break				
	16:00–18:00	Do it.	Research results, canvas models	Lean canvas, desk research access	Babette Grothe Coaches	
Milestone V	Business Model					

Day 8 Tuesday 06.03.2018 Entre- preneurial Finance and Marketing	09:00	Brief it.	Trainers' brief				
	09:30–11:00	Learn it.	Knowledge in Entrepreneurial Marketing I (how to pitch- presentation, logo, video) Knowledge in Entrepreneurial Finance (financing instruments for startups – e.g. crowd funding)	Two parallel sessions; teams split into two halves	Session 1: Marketing - Warwick Downs / Stoklasa/Nick Telford Session 2. Finance – Ron Beirens/John O'Donoghue		
	11:00–11:30	Coffee break					
	11:30–13:00	Do it. I	Marketing material (posters, brochures, logo...) Financing strategy		Warwick Downs/Michal Stoklasa/Nick Telford Coaches		
	13:00–14:30	Lunch					
	14:30–16:30	Do it. II	Marketing material (posters, brochures, logo...) Financing strategy		Coaches		
	16:30–18:00	Present it.	Financing strategy	ppt	Coaches in teams		
	Milestone VI	Financial Plan					

Day 9 Wednesday 07.03.2018 Entre- preneurial Marketing	09:00	Brief it.	Trainers' brief			
	09:30–11:30	Learn it.	Entrepreneurial marketing II (campaign, social media)		Warwick Downs/ Nick Telford	Partners needed
	11:30–12:00	Coffee break				
	12:00–13:30	Do it.	Marketing campaign (video, ppt, blog)		Coaches	
	13:30–15:00	Lunch				
	15:00–18:00	Do it. Test it.	Practice for the final pitch	ppt, protoypes	Coaches	
Milestone VII		Marketing campaign and material				

Day 10 Thursday 08.03.2018 Pitch and ViNN:Lounge	9:00	Brief it.	Trainers' brief			
	9:30–10:30	Do it.	Setting up final presentation		All	
	10:30–10:45	Coffee break				
	10:45–13:00	Pitch it.	Final pitches and feedback from the jury	ppt, large room, audience, jury	All	
	13:00–14:00	Lunch				
	14:00–15:00	Evaluate it.	Feedback from the students regarding IP	Live tool	All	
	15:00–?	Celebrate it.	Meet up with startups. (ViNN:Lounge)	Food and beverages	All	
Day 11 Friday 09.03.2018	Departure					