

INTERNATIONAL BUSINESS AMBASSADOR TRAINING

PROPOSED SCHEDULE

Contact person:

Wojciech Muras

E-mail: wojciech.muras@uni-leipzig.de

Tel: +49 341 97-33760

Ritterstraße 9-13
04109 Leipzig

www.sept.uni-leipzig.de



Global Talent Ignite

Empowering International Academics for Start-up Careers in Germany



UNIVERSITÄT
LEIPZIG



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Agenda 2025

Module 1	Orientation & Team Formation	Expert
1.7.2025	Kick-off & Companies Presentation	Wojtek Muras SEPT, Uni Leipzig
3.7.2025	Organizational Session & Building Working Teams	Coaches

Module 2	Business Model & Project Setup	Expert
8.7.2025	International Business Model Development	Barry Alieu SEPT, Uni Leipzig
10.7.2025	Project Coaching	University Coaches
15.7.2025	Strategic Market and Competitors Analysis	Wojtek Muras SEPT, Uni Leipzig
17.7.2025	Project Coaching	University Coaches

Module 3	Customer and Value Proposition	Expert
22.7.2025	Customer Analysis and Planning, Value Proposition	Jazmin Ponce Gomez SEPT, Uni Leipzig
24.7.2025	Project Coaching	University Coaches

Module 4	Market Entry & Marketing Strategy	Expert
29.7.2025	Market Entry and Distribution Strategy	Gunnar Kassberg SEPT, Uni Leipzig
31.7.2025	Project Coaching	University Coaches
5.8.2025	International Marketing & Marketing Strategy	Gunnar Kassberg SEPT, Uni Leipzig
7.8.2025	Project Coaching	University Coaches

Module 5	Sales, Export & Legal Aspects	Expert
12.8.2025	International Sales and Sales Strategies	In confirmation
14.8.2025	Project Coaching	University Coaches
19.8.2025	Incoterms 2020, Export Control	Mirko Dörry
21.8.2025	Project Coaching	University Coaches



26.8.2025	International Collaboration Contracts	Janina Albert
28.8.2025	Project Coaching	University Coaches

Module 6	Internationalisation Hackathon	Expert
KW36	Project Development	University Coaches
KW37	Project Development	University Coaches
KW 38	Final Project Development	University Coaches
KW39	Final Presentation to Partner Company	University Coaches

