

# MELBU Entrepreneurship Course

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- Numbers
- Schedule
- Common Rules
- Inputs
- Outputs
- Coaching
- Challenges

- 8 universities (2 European + 6 Bangladeshi)
- 24 students
- 24 teachers
- 6 teams
- 14 days
- 40 teaching hours

# SCHEDULE– WEEK 1

|                   |               | 20.02.2022  | 21.02.2022                               | 22.02.2022   | 23.02.2022                             | 24.02.2022               | 25.02.2022                 | 26.02.2022 |
|-------------------|---------------|---|--|--|--|--------------------------|----------------------------|------------|
|                   |               | Day 1   | Day 2                                    | Day 3  | Day 4                                  | Day 5                    | Day 6                      | Day 7      |
| Session 1         | 9:30 -10:15   | Opening, VIP speeches                                 | Cultural day - optional                  | Presentations of students ideas - 24 ideas, 2 minutes each plus 1 minute for questions | 10 Types of Innovation                 | Value Proposition Design | Business Model Canvas (I)  |            |
|                   | 10:45 - 11:30 | Presentations - 8 Partners, 5 minutes per Partner     | 3 presentations about the local cultures | Presentations of students ideas - 24 ideas, 2 minutes each                             | Team Work                              | Team Work                | Team Work                  |            |
| Break 11:30-12:15 |               |   |  |  |  |                          |                            |            |
| Session 2         | 12:15-13:00   | Presentation of the inputs, outputs, evaluation rules |  | Team Building and Leadership   | Understanding Customers                | Value Proposition Design | Business Model Canvas (II) | Coaching   |
| Break 13:00-13:30 |               |   |  |  |  |                          |                            |            |
|                   | 13:30 -14:30  | Online Ice breaker                                    |  | Team Work  | Team Work                              | Team Work                | Team Work                  | Coaching   |
| Session 3         | 14:30-15:30   | Workshop on online Tools for participants             |  | Selection of the projects, coach assignment  | Coaching                               |                          |                            |            |
| Daily Outcome     |               |   |  | 6 Projects selected for further development  | Persona Profile<br>Market Segmentation | VPD                      | BMC                        |            |




# SCHEDULE– WEEK 2

|                   |               | 27.02.2022                | 28.02.2022                     | 01.03.2022   | 02.03.2022    | 03.03.2022  | 04.03.2022                        | 05.03.2022          |
|-------------------|---------------|---------------------------|--------------------------------|--|---------------|---|-----------------------------------|---------------------|
|                   |               | Day 8                     | Day 9                          | Day 10   | Day 11        | Day 12  | Day 13                            | Day 14              |
| Session 1         | 9:30 -10:15   | Design thinking           | Market Research with Excersice | Inclusive Leadership: Leading with Effective Communication | Risk Analysis | Effective Decision Making: Dealing with Business Complexity, Diving into the Sea of Change: Culture and | MVP                               | Final Pitches       |
|                   | 10:45 - 11:30 | Team Work                 | Team Work                      | Team Work  | Team Work     | Team Work   | Team Work                         | Final Pitches       |
| Break 11:30-12:15 |               |                           |                                |  |               |   |                                   |                     |
| Session 2         | 12:15-13:00   | Design thinking - summary | Learning from competitors      | Negotiation Skills for Leaders                             | Fundraising   | Pitch, how to do it right?  | Coaching                          | Final Pitches       |
| Break 13:00-13:30 |               |                           |                                |  |               |   |                                   |                     |
|                   | 13:30 -14:30  | Team Work                 | Team Work                      | Team Work  | Team Work     | Team Work   | Team work to prepare final pitch  | Winner Announcement |
| Session 3         | 14:30-15:30   |                           | Coaching                       |  | Coaching      |   | Team work to prepare final pitch  |                     |
| Daily Outcome     |               | Boost of creativity       | Tam, Sam, Som Benchmark        | Negotiation Process Deck                                   | SWOT Analysis | Pitch Deck  | Pitch Deck to be sent by 1600 CET |                     |

- We are always on time
- Do not interrupt when someone is speaking
- Put your hand up, when you want to speak
- Do not hesitate to ask questions
- I like, I wish
- Do not use „but”

- Individual business ideas
- Openness for teamwork
- Willingness to compromise
- Communicative English

x

|  |  |             |  |           |  |
|--|--|-------------|--|-----------|--|
| Name: ...  |  | E-Mail: ... |  | Date: ... |  |
| Title:   |  |             |  |           |  |
| <b>Problem&amp;Solution</b><br>     |  |             |  |           |  |
| <b>Customer</b><br>                 |  |             |  |           |  |
| <b>Unique Value Proposition</b><br> |  |             |  |           |  |



- Persona Profile
- Value Proposition Design
- Business Model Canvas
- Target market - TAM, SAM, SOM
- Competition
- SWOT Analysis
- Pitch Deck

- One coach per team
- 6 coaching sessions for two weeks
- Coaching/mentoring flexibility
- Coach is to support the team, to encourage team in the project development
- Coach is not an expert in all subjects

- Cultural differences (food, prayers, ...)
- Number of European and Bangladeshi students in the team
- Different motivations and determination of students
- „We want to have more fun!”
- Extraordinary events (lost passport, illness, stuck in the toilet ...)

















# THANK YOU!

QUESTIONS?

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