



Developing innovative business ideas with students and entrepreneurs

Business Idea Summer School



UNIVERSITÄT LEIPZIG



Summer School for Students and Entrepreneurs



Our Summer School, aims to foster, guide and support innovative and competitive business ideas.

Students and young entrepreneurs learn about idea generation and evaluation, they receive guidance on how to create value for the customer and to build their business models.

Workshop Concept

Universities play an important role in the creation and growth of innovative SMEs and start-ups and promotion of entrepreneurship in general. Their role in providing the technical expertise needed for ideas implementation and skills development serves much relevance for this cause. Trainings are often vital to supply the competencies needed to start a new venture and the International Small Enterprise Promotion and Training (SEPT) Program has been instrumental in this endeavour.

Our Summer School approach is based on the experiences of the EU MELES project. In this project SEPT and the Self Management Initiative Leipzig (SMILE) developed together with three partner Universities a concept how to bring more entrepreneurial life to European schools.

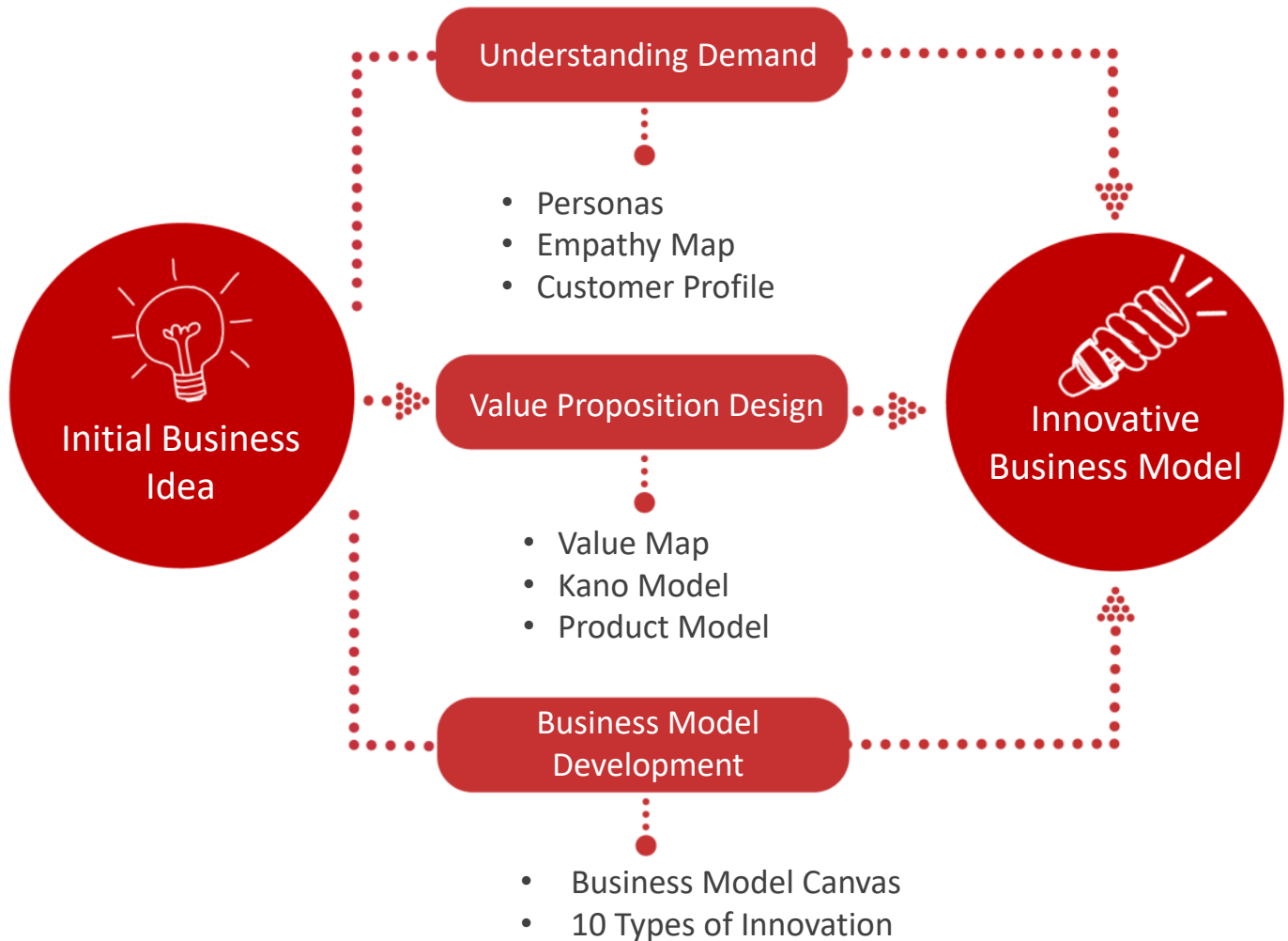
In this workshops, our experienced, practice-oriented and dedicated staff will transfer application-oriented and practice-relevant knowledge.

The overall objective is to actively promote, guide and sustain new business ideas. We encourage business idea generation and coach the participants on how to create value for the customer and to build innovative business models.



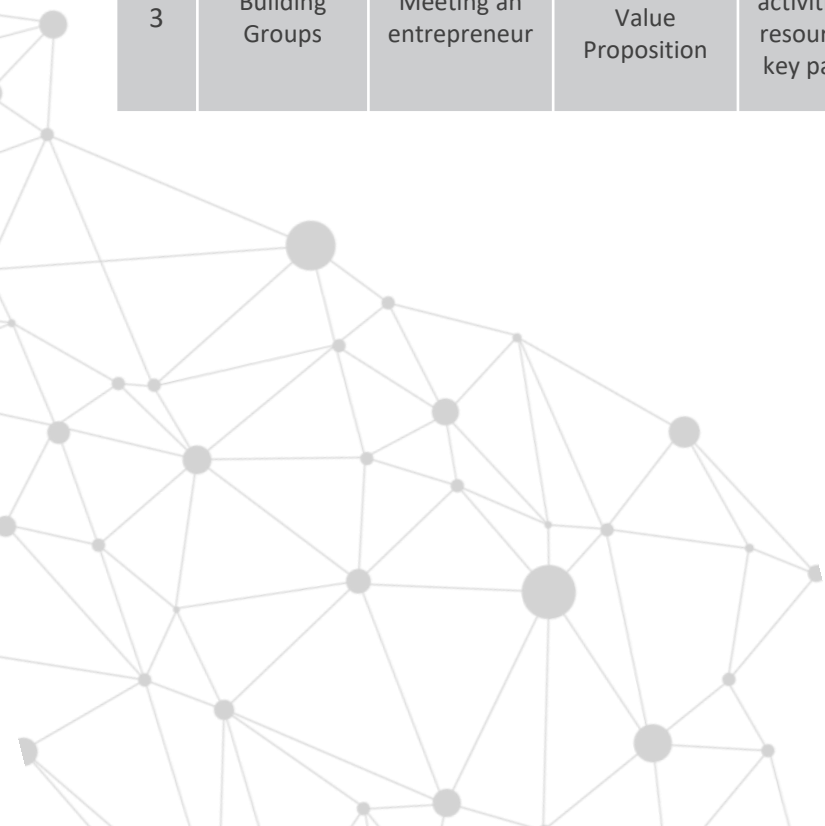
Entrepreneurship Summer School

Workshop Approach



Content of the Workshop

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
1	Welcome	“Marshmallow Tower” Game	Design Thinking – “Wallet Project”	Introducing Ten Types of Innovation	Meeting an entrepreneur	Working in Groups	Pitching the final business idea
2	Presenting Business Ideas	Introducing the Business Model Canvas	Understanding Customers	Defining Customer Relations and Channels	Creating a profit model	Working in Groups	Awarding
3	Building Groups	Meeting an entrepreneur	Designing a Value Proposition	Discussing key activities, key resource and key partners	Learning how to “Pitch”	Working in Groups	



Profile of the Trainers



Prof. Dr. Utz Dornberger

He is the Director of the International SEPT Program of Leipzig University. This program especially focuses on the promotion of technology transfer and entrepreneurship in Germany as well as in several other countries around the world. His academic and professional focus is especially on innovation in SMEs, entrepreneurship promotion and internationalization processes. He is also the Co-Founder of CONOSCOPE GmbH, a consulting firm specialized in the fields of innovation management and internationalization. He has international experience in 5 continents and over 35 countries.

Mr. Christian Hauke

He is a senior consultant in the Entrepreneurship Initiative SMILE. After he graduated in 2004 at the Leipzig University with the subjects Oriental studies, Political science and Philosophy, he gained between 2005 and 2009 multiple international experience working in educational and cultural projects mainly in countries like Egypt, United Arab Emirates or Yemen. Now he is working as a coach for young entrepreneurs at the Leipzig University. Since 2011 he is offering his expertise in innovation management and entrepreneurship mainly in the Middle East and North Africa.





Additional Information

Place

The workshop can be organized in Leipzig, Germany or in other countries with a local partner.

Language of instruction

The workshop can be held in English, Spanish, Arabic or German.

Duration

The training course is originally planned for 7 days. But it can be also adapted to shorter time frames.

Certificate

A certificate for the training course is provided. This certificate will be issued by Leipzig University.

Contact

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