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**Universität
Oldenburg**

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International Entrepreneurship Summer School 2022

Health, Energy & Digitalization (HED)

Develop an innovative business model in just one week!

22.-26.08.2022

Further questions?
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International Entrepreneurship Summer School

22.-26.08.2022, 10:00-17:00h

University of Oldenburg, A01 0-008
Uhlhornsweg 84, 26129 Oldenburg

Program

Monday

10-13h

Ideation

After the organization team welcomes you and you started getting to know each other, you will form your team for this morning if you have none yet.

Your goal for this morning will be twofold: First, to bring together your strengths, your abilities and your preferences. Second, to use them to collect market opportunities for your team, consisting of a well-defined product or service as a solution to a specific target group's problem.

Afterwards you will have the opportunity to mix your groups, for instance because you need another person in your team to develop your market opportunity or you find another idea more attractive.

13.30-17h

Evaluation

You have a team and several market opportunities – great! Now it is time to evaluate the potential of your idea and the technical as well as economic challenges that come with it. You will talk to branch experts, do a first rough market research and possibly redefine or specify your original idea.

Tuesday

10-13h

Market Research

Knowing your market is important. Knowing your customer is key. How to do a proper market research and how to speak to your future clients in particular? This will be the topic of this morning. Also, you will use this knowledge to complete your market opportunity evaluations.

13.30-17h

Customer Value

After evaluating all ideas you need a plan: Which idea do you want to implement, which one could be a growth option for the future and which one gives you the option to pivot if your initial idea fails? With your plan in mind, it is important to start the development process. We will start with the customers: What aspects of your product or service do you think are important to them, why, and what creates unique value for your customer? This afternoon, you will also talk to your first potential customers and test your assumptions.

Wednesday

10-13h

Business Model

What you got so far: a specific customer group with a significant problem, a fitting solution to that, and you know what unique customer value you can offer. This morning you will connect the dots, add the missing pieces, in particular what makes you successful in the long-run, how to reach your customers and generate revenue from which activities and list your costs to complete your business model. To execute your plan, you need funding. We will give you a brief overview of interesting funding options.

13.30-17h

Pitching and Networking

You did what you can do on your own, but now you need to get other people's attention: Sell your product to a client, convince another company to partner up, attract investors. In every case, your task is to pitch them what you can offer and they want to hear. This afternoon you will learn how to pitch and which options there are to fund your business.

A further important aspect is network. Knowing who to ask for what, exchange knowledge and experience, collaborate. In the second half of this afternoon you will meet entrepreneurs, businesswo*men, and public business developers who are excited about entrepreneurship and want to help you become successful.

Thursday

10-13h

Pitchtraining and catching up

So far, you learnt a lot this week and may need some time to implement all ideas and feedback you got. In addition, you need to prepare your final pitch on Friday. To let your team and your idea shine, you will receive an individual pitch training this morning.

13.30-17h

Think international and keep going

We would like to give you some insights why it could be interesting for you to think international (think big) right from the beginning. Furthermore, this Summer School is neither the beginning nor the end of what we and our entrepreneurship network can do for you if you decide to follow the entrepreneurship path. Let's talk about it.

Friday

10-15h

Final Pitch and get-together

The final day also means it is time to pitch your achievements of this week to entrepreneurship supporters from the northwest region. They are supporting startups for several years and know the situation you are in right now. And they will give valuable feedback. To conclude this week, we will have a lunch and get-together.