

WINTER SCHOOL ON SPECIAL ENTREPRENEURSHIP

This program may still be subjected to very minor changes!

Though Wolfgang Runge will provide most of the School's modules some topics may be presented by other speakers/instructors.

| | Time | | Speaker | Mode | Subject |
|--------------|-------|-------|---------|----------|---|
| Day 1 | 8:30 | 9:15 | | Lecture | Introduction (Intro; Goals; Forming Teams) |
| | 9:15 | 10:30 | | Workshop | Elaborating Basic Terms and Concepts of Entrepreneurship and Innovation (based on assigned readings) |
| Break | 10:30 | 10:45 | | | |
| | 10:45 | 11:45 | | Lecture | Business Ideas & Revealing Opportunities ; Opportunity Assessment |
| Lunch | 11:45 | 13:00 | | | |
| | 13:00 | 14:30 | | Lecture | Innovation, Invention and their Protections via Intellectual Properties (IP) |
| | 14:30 | 15:00 | | Lecture | Technology Trajectories |
| Break | 15:00 | 15:15 | | | |
| | 15:15 | 16:15 | | Lecture | Idea Generation and Ideation |
| | 16:15 | 16:45 | | Lecture | Brainstorming for Ideation or Innovation |
| | 16:45 | 17:45 | | Workshop | Idea Generation and Ideation Brainstorming "Effective Teams" |

| | Time | | Speaker | Mode | Subject |
|--------------|-------|-------|---------|----------|---|
| Day 2 | 8:30 | 9:00 | | Lecture | The Entrepreneurial Personality & Team |
| | 9:00 | 10:00 | | Lecture | Finances & Financing (incl. funding); revenue model and income projections |
| Break | 10:00 | 10:15 | | | |
| | 10:15 | 11:00 | | Workshop | What we need for firm's foundation – elaborate expenses items |
| | 11:00 | 11:45 | | Lecture | Non-Monetary Resources |
| Lunch | 11:45 | 13:00 | | | |
| | 13:00 | 13:45 | | Lecture | Creating a Model Balance Sheet |
| | 13:45 | 15:30 | | Workshop | Financing and finances ; assets and investment activities |
| Break | 15:30 | 15:45 | | | |
| | 15:45 | 17:00 | | Lecture | Technology Intelligence (TI) and Market Research |
| | 17:00 | 17:45 | | Workshop | Extract Technology Intelligence from given text chunks |

One day in between for relaxing.

| | Time | | Speaker | Mode | Subject |
|--------------|-------|-------|---------|----------|--|
| Day 3 | 8:30 | 9:00 | | Lecture | The Customer/Market |
| | 9:00 | 10:00 | | Workshop | Analyzing a Startup Case (InnoCyte GmbH); teams look for special entrepreneurial aspects and report these; all discuss results |
| Break | 10:00 | 10:15 | | | |
| | 10:15 | 11:00 | | Lecture | Business Plan and Business Model |
| | 11:00 | 11:45 | | Workshop | Business Model Canvas Fill Canvas based on InnoCyte case |
| Lunch | 11:45 | 13:00 | | | |
| | 13:00 | 13:30 | | Workshop | Discussing filled Canvas |
| | 13:30 | 15:00 | | Lecture | The Business Environment: Industries, Forces and Competition |
| Break | 15:00 | 15:15 | | | |
| | 15:15 | 16:15 | | Workshop | Assessing and Discussing Forecasting and Myths of Entrepreneurship 1) "Predicting the future" (40 min.) 2) ca. 15 myths stated related to the course as a "quick test" of what attendees have learned (20 min.) |
| | 16:15 | 17:45 | | Lecture | Fundamental Presentation Skills: Pitching Financial Backers |

| | Time | | Speaker | Mode | Subject |
|--------------|-------|-------|---------|----------|--------------------------------------|
| Day 4 | 8:30 | 9:00 | | Lecture | The Elevator Pitch |
| | 9:00 | 10:00 | | Workshop | Elaborating an Elevator Pitch |
| Break | 10:00 | 10:15 | | | |
| | 10:15 | 11:00 | | Workshop | Finalizing the Elevator Pitch |
| | 11:00 | 12:00 | | Workshop | Presenting the Elevator Pitch |
| | 12:00 | 12:30 | | | Wrap-Up |