

Green Summer School

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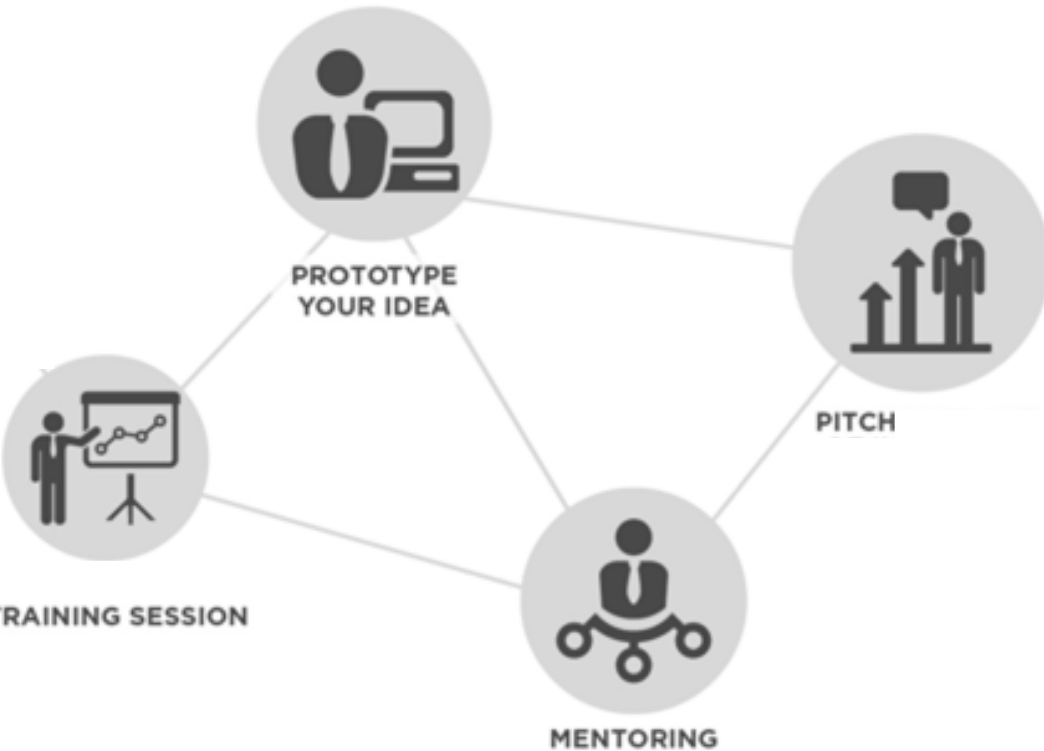




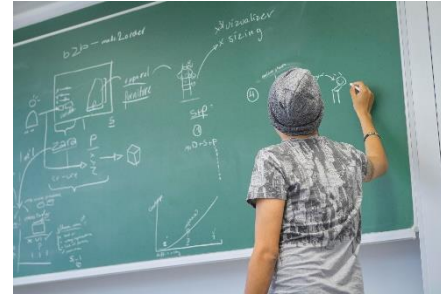
**ONE WEEK OF
INTENSIVE
ENTREPRENEURSHIP
TRAINING WITH
FOCUS ON
ECOINNOVATION**

**For University students and
early stage teams from the
Danube Regions**

The format



- ❖ Call for applications for students and early stage startup teams
- ❖ 1 week intensive training
- ❖ International exchange among students and professors
- ❖ Final Pitch and selection of best projects



Learning by doing:
Participants work in teams on a concrete business case – this is given by the organiser or brought by participants


Training and Workshop on Business Model Development, Customer Development and Acquisition, Marketing and IPR


Lectures and business cases on Ecolnnovation

Coaching and Pitching


Summer Schools' overview


 **Germany**
in 2017

 **Up to 30 Participants|**
English


 **Call for applications for**
students and early
stage teams


 **Austria**
in 2018

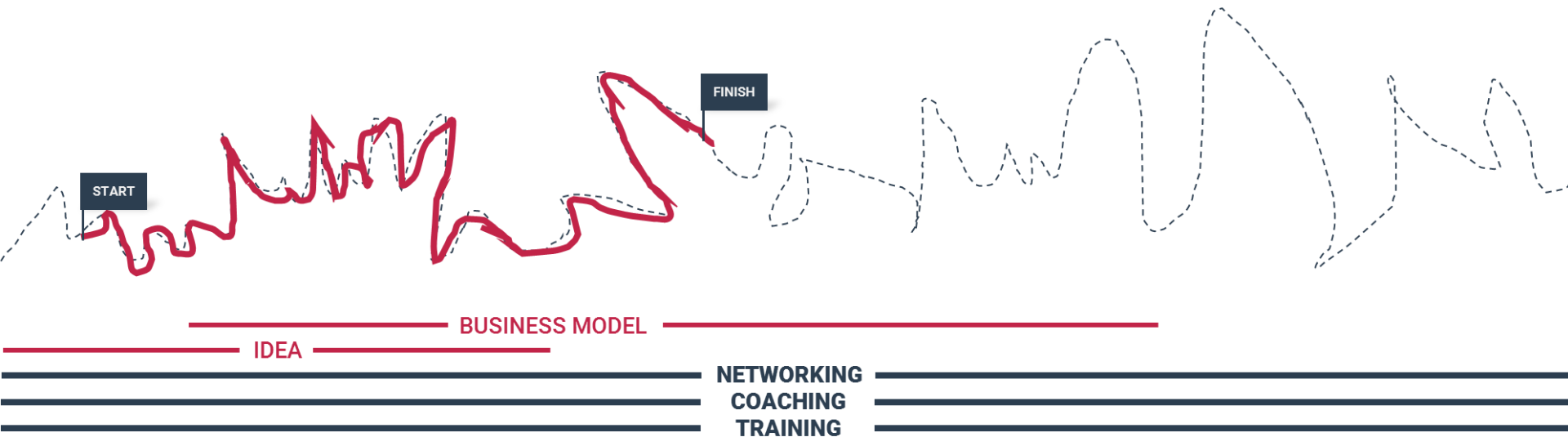
 **Up to 30 Participants|**
English


 **Call for applications for**
students and early
stage teams


 **Slovakia**
in 2018


 **Up to 30 Participants|**
English

 **Call for applications for**
students and early
stage teams



 **Location:** HTWG Konstanz, Germany Brauneggerstr. 55, 78462 Konstanz, Germany
Building H – Third Floor
Campus Plan http://www.htwg-konstanz.de/fileadmin/pub/Campusplan_HTWG_02.pdf

 **Call for applications open till 30th June 2017**
<https://venture-dev.com/webform/TqogRx1xYP2uFney/>

 **Up to 30 Participants from all Danube Regions**
Program offered in English

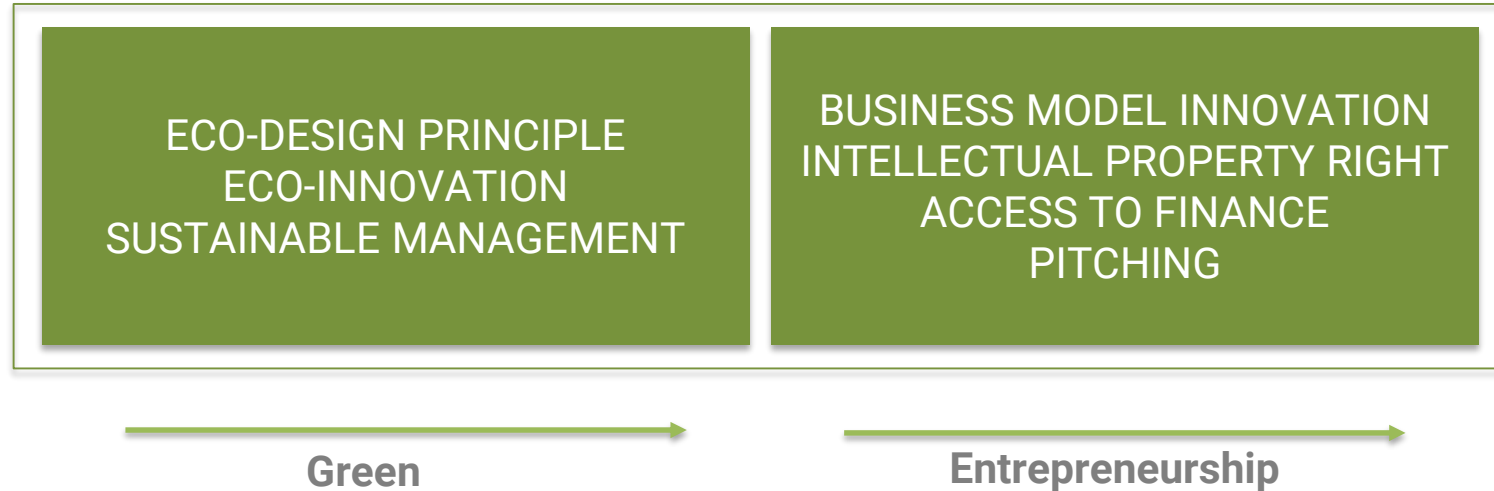
Green Summer School 2017

11th – 15th September 2015

Constance, Germany



Green Summer School 2017 in Germany



The Green Summer School is focused on **strengthening business ideas in the Green field.**

Participants have the chance to work on the business model of their venture and to develop a concrete go-to-market strategy for their green product/service. They received insight in access to funding and sales and within an investment readiness workshop train their pitching skills. In parallel, they acquire a deep understanding of Eco-Innovation and Sustainable Management connected to the development of their business idea. Finally, they pitch their idea in front of an expert jury and the winner team get the chance to present during the Green Innovation and Investment Forum in Stuttgart in 2018.

	Mon Business Model Innovation	Tue Market Strategy and IPR	Wed Sales & Funding Strategy	Thu Validate your Business Model	Fri Final Pitching
9:00 – 12:30	<p>Present you and your Idea with Lego - bwcon</p> <p>Definition of Eco-innovation**</p> <p>Eco-Design Principles</p>	<p>Digital Market Strategy & Growth Hacking</p> <p>Workshop: Develop your Marketing Strategy</p>	<p>Access to Finance - bwcon</p> <p>Workshop: Define your funding strategy</p>	<p>Validate your Business Model - Valentina Grillea, bwcon</p> <p>Green Check your Innovation Idea</p>	Final Pitches
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch
13:30 – 15:00	<p>Business Model Innovation – Valentina Grillea, bwcon</p> <p>Revenue Model Design</p>	<p>Protecting your idea: Intellectual Property Right – Digitalis Jolet</p> <p>Patenting Procedure</p> <p>Lean Production</p>	<p>Sales Workshop</p> <p>Preparing your pitch // Group Work</p>	<p>Investment readiness Workshop (pitching training)</p>	Award Ceremony
15:00 – 16:00	Coaching// Business Model Clinic	Coaching// Marketing Clinic	Coaching// Founding Clinic	Free Group Work	
From 16:30	Keynote: Life Cycle	Free Group Work	Meet a Green Entrepreneur	Meet a Green Entrepreneur	

All Ecolnn partners have to contribute actively in shaping the concept and program of the Green Summer School. The contribution of the Ecolnn partners is particularly encouraged: :

- In the jury for the selection of candidates
- in the jury of the final pitch
- as lecturer and coaches of the three summer school
- in promoting the Summer School actively in their countries
- overall in organizational support

The Organisation of a Green Summer School comprehends the following tasks:


- Adjustment of the overall concept to local needs
- Open call for students and early stage teams from all Danube regions
- (possibly the Summer School should be taught in English to show its transnational value)
- Definition of the training program
- Invitation of professors, coaches and experts for the training
- Possible staff exchange among the partners to ensure the transnational value of the pilot and knowledge exchange
- Promotion of the event in all Danube regions
- Wide media coverage (e.g. press release, dedicated web page, social media etc)

Get in touch!

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