



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.

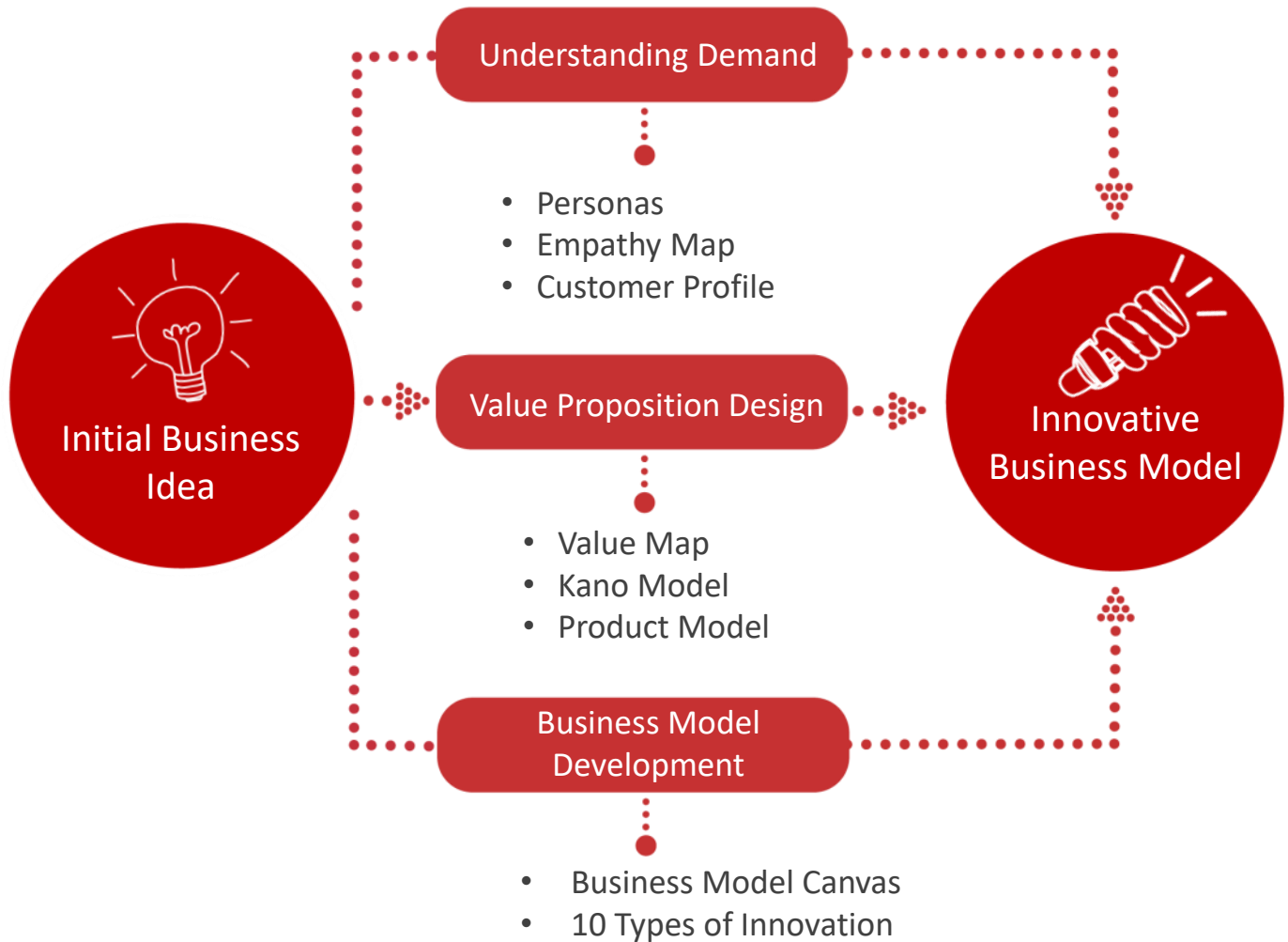
In this workshops, our experienced, practice-oriented and dedicated staff will transfer application-oriented and practice-relevant knowledge.

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.



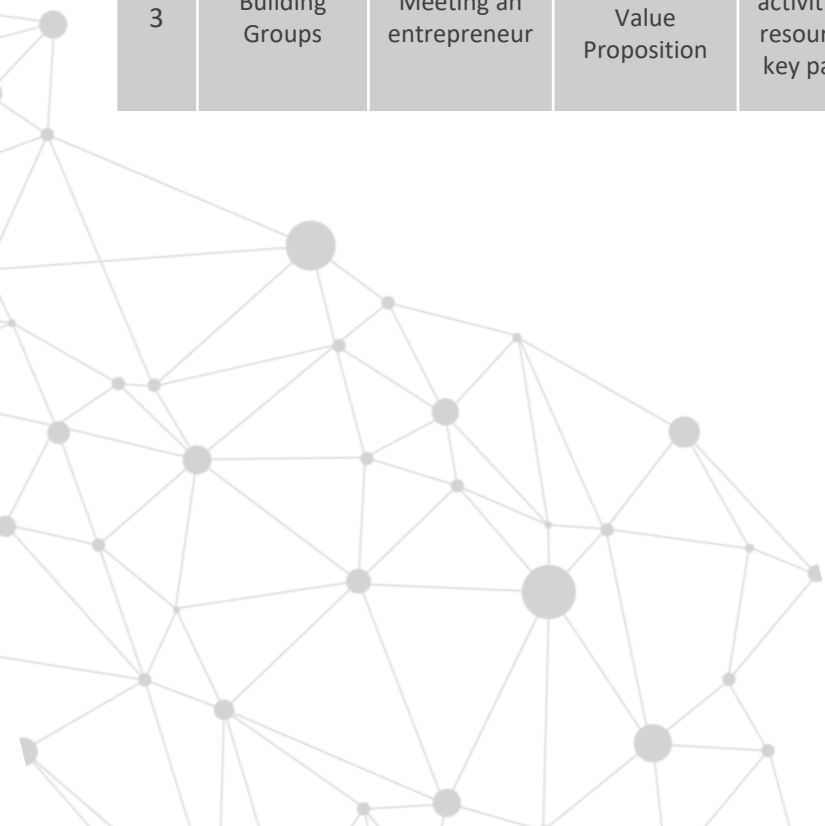
Entrepreneurship Summer School

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	

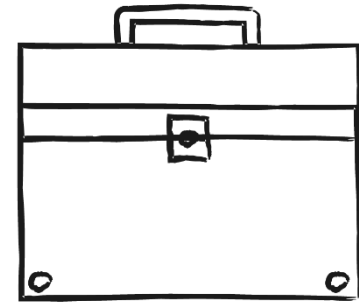


Additional information



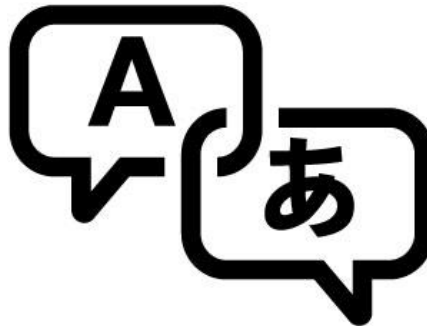
Place

The training course is normally organized with a local partner, who provides the physical structure. But we also offer in-house seminars.



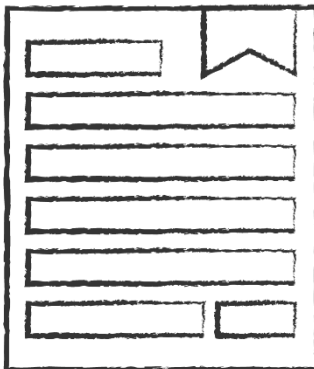
Language of instruction

The training course can be held in **German, English or Spanish.**



Duration and Participants

The training course is planned for **7 days (all together 40 training hours).** The maximum number of participants is 25.



Certificate

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



Implementation Countries



**We already implemented
our Innovation and
Entrepreneurship
Management Trainings in
more than 30 countries in
the world.**

**Please go to in4in.net to
get more information.**

Contact

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