

Academic Program for Entrepreneurship - International Bootcamp -

March 5 – 10, 2018

NEXT APE
INTERNATIONAL
BOOTCAMP



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What you will be doing

The APE Bootcamp will be run by the Strascheg Center for Entrepreneurship (SCE) at the Munich University of Applied Sciences. This Bootcamp is about doing, not about listening to lectures. This is why you will spend most of your time working on a real-life business idea in teams. But we don't want you to feel lost. An experienced team of coaches and mentors will be present to guide you through the process.

We will start each day with a quick round of feedback from each team to understand what your current thinking is and how the coaches might assist you. Next, you will be introduced to some food for thought about how you might proceed that day. This will take us no more than an hour. The rest is up to you! One mentor will be assigned to your group, but you are free to approach other coaches as well to gain valuable feedback. In the end, you will be the one who decides on how you want to proceed with your project. International participants will be awarded a certificate after completion of the APE Bootcamp.



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APE Bootcamp Schedule (draft)

Monday March 5 10am-7pm	Presentation... Introduction to the APE Bootcamp 2018 Teambuilding... Warm-up teambuilding exercises, and QR-code rally through Munich. Bootcamp Challenge... We will present to you the Challenge of the Bootcamp. Afterwards, teams will be formed across disciplines and nationalities.
Tuesday March 6 9am-7pm	Presentation 1 Introduction to design thinking & entrepreneurship for the international students Presentation 2 How to successfully plan your entrepreneurial (or any) project Doing... Get to know your team. Create a shared vision of the project. Plan your research strategy and get out of the building!
Wednesday March 7 10am-7pm	Presentation 1 Innovation in the Retail Industry Presentation 2 How to gain insights from your research and generate ideas Doing... Draw insights from what you have already learned, cluster insights, form opportunity areas, brainstorm, select and/or refine your business idea
Thursday March 8 10am-7pm	Presentation 1 Prototyping Presentation 2 Business modelling and Competitive Advantage Presentation 3 Venture Capital and Startup Finance Doing... Do more research, refine your opportunity areas, refine your business idea, and design market validation tests
Friday March 9 10am-7pm	Presentation 1 Pitching and presenting Doing... Refine your concept and business model, build a sustainable financial model, and build an overall coherent strategy for your new venture
Saturday March 10 10am-3pm	Doing... Get your business idea pitch-ready, create a coherent sales proposition, create an engaging pitch Pitch... This afternoon you will pitch your concept to fellow students, programme alumni and a panel of experts Certificates... International participants will receive their certificates The final... We will finish in time, so you and your team can organize a dinner and drinks after the presentations

Partner 2018:



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What you will be working on

This year's APE Bootcamp will be inspired by ideas and challenges related to **the future of retail**. You will work in teams on a challenge that we introduce on the first day. The challenge will be convenient for you to apply the design thinking and lean startup methods, and come up with your own solutions such as products, services, and business models that are relevant for the retail industry. Each team will develop a business concept and a go-to-market strategy. At the end all future retail startups will present their ideas to the audience.



If you want to start getting information on the topic, you might want to head over to [Techcrunch](#) to see what is being discussed right now. Or you might check out what is being funded by investors at the moment by browsing [Crunchbase](#). You can also check out recent projects on [Kickstarter](#) to see which projects do well in crowdfunding campaigns. [Google Trends](#) is a good way to explore what people are interested in right now and to validate fields which you might think are exciting.

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Teambuilding on Monday

Our APE Bootcamp will officially kick-off on Monday, March 5 in our Steelcase Creative Hall. But we will not jump into working on business ideas right away. We will instead start by working on you and your ability to work in a team. We have found this to be one of the key ingredients not just for successfully starting a new venture, but for life in general.

After we warm-up with some easier teambuilding exercises we will send you on a QR-code rally which takes you to different spots in Munich. You will have to solve puzzles, brain teasers and find clues to get to your next location. Bring warm clothing and a smartphone with a QR-code reader (if you have one).

Afterwards we will share what we have learned not only about the challenges you had to overcome, but also on how you approached them as a team.



Markus Kaufmann is our teambuilding coach. He is a lecturer in social pedagogy at the Munich University of Applied Sciences and is known for brain-teasing QR-code rallies.



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Meet the team coaches from last year (2017)



Francesco D'Ongia teaches design thinking at University of Modena and Reggio Emilia and at CERN.



Nick Fannin is Head of the Bright Red Triangle Business Incubator at Edinburgh Napier University



Dr. Jan Auernhammer is a Visiting Researcher at the Center for Design Research at Stanford University



Dr. Klaus Sailer is Professor for Entrepreneurship at the MUAS and the CEO of the SCE



Paul McElheron is an Assistant Professor for Strategic Design at Via University College



Ebru Turgut-Dao is the head of the APE programme. She teaches design thinking and entrepreneurial thinking



Assaf Shamia is a Principal at Siemens venture capital, the world's fifth largest corporate venture capital fund



Moritz Hoffmann is a startup consultant at SCE and founder and new head of APE

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Where you will be working: Steelcase Creative Hall



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Accommodation for participants

We cannot provide free accommodations for participants. Please book a room by yourself. Previous participants have recommended the Wombat's City Hostel. In case Wombat's is fully booked, we have also included details for the Euro Youth Hostel located in the same street. You are free to find other places to stay as well. You can use our Facebook group APE Bootcamp 2018 to discuss travel arrangements with fellow participants and arrange to share hostel rooms. Some of our Munich-based participants might also offer room in their apartments there.

Wombat's City Hostel

Senefelderstraße 1, 80336 Munich

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Euro Youth Hostel

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Our address

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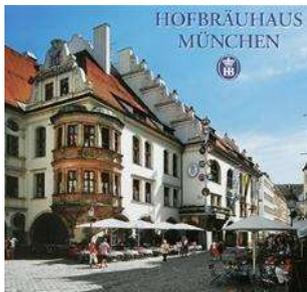
How to get there

The Trams 20, 21 and 22 will take you directly to our campus.
From there it is a 3 min. walk to our office.
The closest subway stations are Stiglmaierplatz (U1) and Theresienstraße (U2).
You can walk to our office in about 8 min.



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Come and visit Munich



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