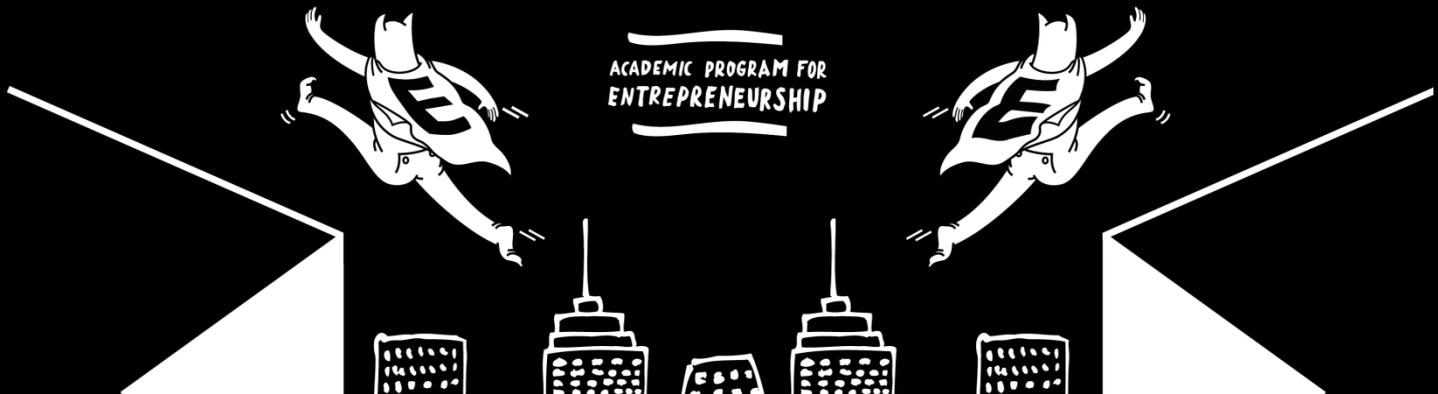


# Academic Program for Entrepreneurship - International Bootcamp - March 11 – 16, 2019



# 2

## What you will be doing

The APE International Bootcamp will be run by the Strascheg Center for Entrepreneurship (SCE) at the Munich University of Applied Sciences MUAS). 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. To get an impression on what to expect, check this [video](#).

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! Up to two coaches will be assigned to your group, but you are free to approach other mentors 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 from the SCE & MUAS after completion of the APE International Bootcamp.



# 3

# APE Bootcamp 2018 Schedule

<b>Monday</b> March 5 10am-7pm	<b>Presentation...</b> Introduction to the APE Bootcamp 2018 (Moritz Hoffmann) <b>Teambuilding...</b> Warm-up teambuilding exercises, and QR-code rally through Munich. (Markus Kaufmann) <b>Bootcamp Challenge...</b> We will present to you the Challenge of the Bootcamp. Afterwards, you'll find out what team you're in. (Teams will be formed across disciplines and nationalities.)
<b>Tuesday</b> March 6 10am-7pm	<b>Presentation 1</b> Introduction to design thinking & entrepreneurship for the international students (Moritz Hoffmann) <b>Presentation 2</b> How to think and act like an entrepreneur (Prof. Dr. Steve Gedeon) <b>Doing...</b> Get to know your team. Create a shared vision of the project. Plan your research strategy and get out of the building!
<b>Wednesday</b> March 7 10am-7pm	<b>Presentation 1</b> Innovation in the Retail Industry (Marc van Ee) <b>Presentation 2</b> Start-Up Insight: rapitag <b>Presentation 3</b> How to gain insights from your research and generate ideas (Moritz Hoffmann) <b>Doing...</b> Draw insights from what you have already learned, cluster insights, form opportunity areas, brainstorm, select and/or refine your business idea
<b>Thursday</b> March 8 10am-7pm	<b>Presentation 1</b> Prototyping (Dr. Florian Huber) <b>Presentation 2</b> Value Proposition & Business Design (Dr. Florian Huber) <b>Presentation 3</b> Venture Capital and Startup Finance (Assaf Shamia) <b>Doing...</b> Do more research, refine your opportunity areas, refine your business idea, and design market validation tests
<b>Friday</b> March 9 10am-7pm	<b>Presentation 1</b> Pitching and presenting (Nick Fannin) <b>Doing...</b> Refine your concept and business model, build a sustainable financial model, and build an overall coherent strategy for your new venture
<b>Saturday</b> March 10 10am-5pm	<b>Doing...</b> Get your business idea pitch-ready, create a coherent sales proposition, create an engaging pitch <b>Pitch...</b> This afternoon you will pitch your concept to fellow students, programme alumni and a panel of experts <b>Certificates...</b> International participants will receive their certificates <b>The final...</b> We will finish in time, so you and your team can organize a dinner and drinks after the presentations

Partner 2018:



# 4

## What you will be working on

This year's APE Bootcamp will be inspired by ideas and challenges related to **mobility**. 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 and a jury of industry experts.



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.

# 5

## Teambuilding on Monday

Our APE Bootcamp will officially kick-off on Monday, March 11 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.





**Moritz Hoffmann** is Head of the Academic Program for Entrepreneurship at SCE, founder and experienced start up consultant.



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



**Kanan Shah** is an Innovation Consultant for the Treasury Board Secretariat, Ontario Public Services in Canada.



**Marcus van Ee** is senior lecturer Entrepreneurship at The Hague University of Applied Science.



**Junghee Han** is a professor at Hongik University and serving for Hongik Entrepreneurship Center for Education as a head.



**Dr. Florian Huber** is a Design Lead at the service design consultancy IXDS and co-founder of the innovation training company methodworks.



**Dr. Sebastian Planck** leads the field of qualification at SEA. He founded his own social enterprise in the field of education.



**Dr. Steve Gedeon** is an Associate Professor in Entrepreneurship & Strategy at Ryerson University in Canada.



**Tomáš Říčka** is an Innovator, Intrapreneur, and Trainer and teaches Project Management at Technical University Prague.



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



**Drs. Jolien M. Langelaar** is a lecturer for Entrepreneurship & Retail Management at The Hague University of Applied Science.



**Belisa Rodrigues** is founder of Belle and Co., an African Creative Industries Consultancy, holds an MBA and runs a leadership programme at the University of Cape Town.



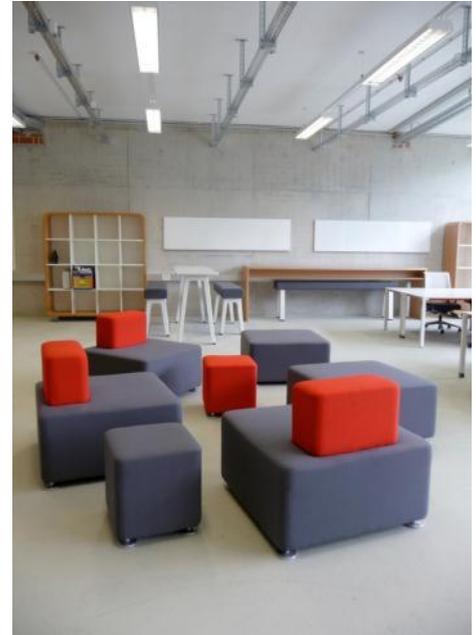
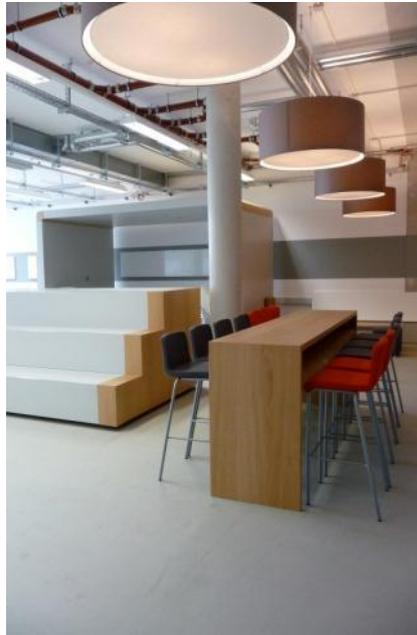
**Steve Tissenbaum** has experience in teaching Entrepreneurship and Strategic Management, and related courses in Marketing and Finance, with the Ted Rogers School of Management .



**Saskia Schmidl** is a media and tech entrepreneur. Within the SCE she coaches start-up teams and develops third party acceleration programs.

# 7

## Where you will be working: Steelcase Creative Hall



# 8

## 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 soon use our Facebook group APE International Bootcamp 2019 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

+49 (0)89 5998 918-0

[office@wombats-munich.de](mailto:office@wombats-munich.de)

<http://www.wombats-hostels.com/munich/>



### **Euro Youth Hostel**

Senefelderstraße 5, 80336 Munich

+49 (0)89 59908811

[info@euro-youth-hotel.de](mailto:info@euro-youth-hotel.de)

<http://www.euro-youth-hotel.de/de/>



### Our address

Strascheg Center for Entrepreneurship  
 SCE GmbH  
 Munich University of Applied Sciences  
 Hessesstraße 89  
 80797 Munich  
 +49 (0)89 5505060

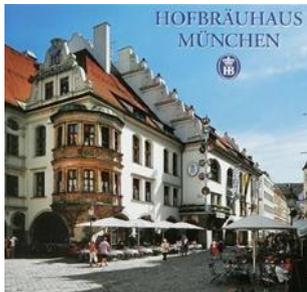
### How to get there

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.



10

Come and visit Munich



**Moritz Hoffmann**

Head of Academic Program for Entrepreneurship &  
Executive Education

[Moritz.Hoffmann@sce.de](mailto:Moritz.Hoffmann@sce.de)

+49 (0)89 550506-13

Emergency Contact: +49 (0)176/625 17 162



ACADEMIC PROGRAM FOR  
ENTREPRENEURSHIP

