



Trinational KTUR Summer School Entrepreneurship 2024

On the way to your own company

The Trinational KTUR Summer School provides first-hand insights into the dynamic world of entrepreneurs.

Over the course of a week, the big questions of any business are examined from a practical perspective: What is my business model? How do I make money? Where does the funding come from? How can I attract enough customers? Am I suitable as an entrepreneur? What is a business plan? How do I attract and motivate employees? Furthermore, do you enjoy meeting students from Germany and France and extend your network in the Upper Rhine Region? Then this Summer School is for you. It is a collaboration across borders between University of Strasbourg, University of Freiburg and the University of Applied Sciences and Arts Northwestern Switzerland. The class will comprise of students from all three countries and we will have inputs from lecturers and founders from the different universities. The sessions are interactive and each day there is time to apply the tools and techniques to business ideas from the class in interdisciplinary teams.

The EU project Knowledge Transfer Upper Rhine (KTUR), launched in the fall of 2019, marked the start of systematic cooperation among Upper Rhine universities, research institutions, trade associations, and companies in the field of knowledge and technology transfer.

Target Group

- Students at all levels in the Upper Rhine region, as well as International students; especially students with little knowledge of business administration.
 - Students who are considering setting up their own company in the future.
 - Students who want to understand what it means to start and run a business.
- It is not necessary to already have a business idea or entrepreneurial activities. Interest in the topic is crucial. The Summer School is limited to 40 participants.

Time/Place

Monday 26 August until Friday 30 August 2024. The five days will be divided between University of Freiburg (Germany) for Monday/Tuesday, University of Strasbourg (France) for Wednesday/Thursday and FHNW Basel (Switzerland) for Friday.

Learning Objectives

- The students:
- recognize different business models and assess their potential for success.
 - reflect on the extent to which they are suitable as entrepreneurs.
 - distinguish between different methods of attracting customers.
 - explain the different ways in which businesses make money.
 - use different methods to develop and test business ideas.
 - are aware of the important legal issues involved in starting a business.
 - present ideas in a convincing manner.

Programme

	Morning, 8.30 – 12.00	Afternoon, 13.15 – 17.00
Monday 26 Aug 24 FREIBURG	Introduction / Ideation / Business Model Idea generation with different creativity techniques Selection and development of promising ideas	Business model development Development of the business model for the selected ideas (Magic triangle)
Tuesday, 27 Aug 24 FREIBURG	Intercultural Management Cultural awareness Cultural dimensions Communication across cross-cultural teams Pitching How do I present an idea convincingly?	Market analysis 5 forces Competitor analysis Market segmentation Persona

Wednesday, 28 Aug 24 STRASBOURG	Market entry How do I reach my customers? Marketing strategy Offline / Online / Sales Pricing	Minimal Viable Product MVP How can I test in a quick and cheap way, whether my business idea is viable? How can I constantly improve?
Thursday, 29 Aug 24 STRASBOURG	Finances and Funding How will my idea work out financially? How much capital do I need? How do I get the required capital?	Me as an entrepreneur and my team What makes a founder? What do I need to consider for my co-founding team? How do I recruit the right employees?
Friday, 30 Aug 24 BASEL	Pitches Final presentations of the business ideas	Ecosystem and Closing Feedbacks to the groups Entrepreneurial Ecosystem and offerings in the Upper Rhine region by the different universities Awards and Closing

ECTS	The Summer School gives 2 ECTS. Active participation during the whole week is required to receive the credits. Please contact your university regarding the recognition.
Faculty	Different lecturers and entrepreneurs from France, Germany and Switzerland. For questions contact: Dario Meyer, dario.meyer@fhnw.ch
Language	English
Application	<p>Please apply at the below link with a short summary of why you want to be part of the Trinational KTUR Summer School: https://www.fhnw.ch/en/degree-programmes/business/trinational-ktur-summer-school-entrepreneurship</p> <p>The deadline for registration is 31 May 2024. The number of places is limited. You will hear of us by early June 2024, whether your application was successful.</p>