

Entrepreneurship Experience 2024



An international collaboration between Hochschule der Medien Stuttgart, Amsterdam University of Applied Sciences, Tampere University of Applied Sciences, Clemson University and Syracuse University.

What is the Entrepreneurship Experience?

This course aims to give participants the opportunity to **gain entrepreneurial experience**. After ideas are found at the beginning during the process of ideation, we will show which ideas constitute viable business ventures in reality.

After the ideation phase, the course typically takes place offsite as an intensive **3-day workshop** with a strong focus on action learning. Utilizing the lean startup methodology, participants will validate their hypothesis and develop a **fully-fledged business** model with a focus on the product-market fit.

- 1 **April 23th, 2024, 18:00 CET***
Virtual: Kick-Off and Ideation
- 2 **May 14th, 2024, 18:00 CET***
Virtual: Problems worth solving and Check-In
- 3 **May 27th – 31st, 2024**
Physical: Bootcamp in Stuttgart and Pfronstetten, Germany
- 4 **June 11th, 2024, 18:00 CET***
Virtual: Debriefing & reflection



→ **Who is eligible to participate in the Entrepreneurship Experience?**

Anybody interested in innovation and entrepreneurial topics is welcome to join the course to learn what it takes to develop an idea into a business model in an interactive lecture format. There is no specific prior knowledge required. The only important thing is that participants like to work creatively in a team, are open to new ideas and to thinking outside the box!
Please note: Current incoming exchange students at our partner universities are not eligible to take part in the course.

→ **How do I apply to participate in the Entrepreneurship Experience?**

Students from the Amsterdam University of Applied Sciences should contact **Gideon Bazen** (g.h.bazen@hva.nl) by no later than the **1st of February 2024** in order to apply for a spot at the Bootcamp. HdM students are asked to contact **Janina Erb** (erb@hdm-stuttgart.de) by no later than the **1st of March 2024** if they wish to participate in the program. Students from Tampere University of Applied Sciences / HUBS should contact **Kaisa Kokko** (kaisa.kokko@tuni.fi) by no later than **4th of February 2024**. Students from **Clemson University** are asked to contact **Charles Tabor Weiss** (ctweiss@clemson.edu) and from Syracuse University **Sean Branagan** (jpbranag@syr.edu), both by no later than **1st of March 2024**.

→ **How many credits can I earn by taking part?**

Students can earn **3 ECTS** for taking part in this course. Please note that participation in both the virtual and physical phase is mandatory in order to receive the credits offered for this course.

→ **Can I get financial support to help cover travel and accommodation costs?**

Incoming students may be eligible for a **Short-Term Mobilities grant** under the Erasmus Program which can help with travel and accommodation costs. Students are asked to contact the International Office of their home institutions for further details and help with the application process.

→ **How much does the stay in Pfronstetten cost?**

Rooms will be reserved on site for participants in the course. Transfers for international students from HdM to Pfronstetten will also be organized. The money to cover food and accommodation costs (approximately €50) will be collected from participants on arrival.

→ **Where will I stay in Stuttgart?**

Rooms are expected to be reserved at the **International Student Hotel in Stuttgart** for all international participants from the 26th-27th and the 29th-31th of May.

Further information to follow.

→ **Who can I contact if I have questions?**

For organizational questions:
HdM Incoming Exchanges Team
(incomings@hdm-stuttgart.de)

For academic questions:
Janina Erb (erb@hdm-stuttgart.de)

At Amsterdam University of Applied Sciences:
Gideon Bazen (g.h.bazen@hva.nl)

At Tampere University of Applied Sciences / HUBS:
Kaisa Kokko (kaisa.kokko@tuni.fi)

At Clemson University:
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