

Entrepreneurship Experience 2023



*An international collaboration between
Hochschule der Medien, Stuttgart and the
Amsterdam University of Applied Sciences
and Tampere University of Applied Sciences*

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 18th, 2023, 19:00 CET**
Virtual: Kick-Off and Ideation
- 2 **May 2nd, 2023, 19:00 CET**
Virtual: Problems worth solving and Check-In
- 3 **May 14th – 20th, 2023**
Physical: Bootcamp in Stuttgart and Pfronstetten, Germany
- 4 **June 6th, 2023, 19:00 CET**
Virtual: Next Steps



→ 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 March 2023** in order to apply for a spot at the Bootcamp. HdM students are asked to contact **Aisling Mullahy** (mullahy@hdm-stuttgart.de) by no later than the **1st of March 2023** 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 the **24th of February 2023** in order to apply for a spot in the program.

→ 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 have already been reserved on site for participants in the course. Transfers for international students from HdM to Pfronstetten have also been 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 have been reserved at the **International Student Hotel in Stuttgart** for all international participants from the 14th-15th and the 17th-20th of May. Students must contact the hotel themselves using the booking form on the website in order to confirm their reservations by the **14th of March at the latest** (<https://www.studierendehotel-stuttgart.de/en>).

Double room (incl. breakfast and private bathroom):
€80/night for 2 people / €70/night for 1 person.

Single room (incl. breakfast and private bathroom):
€56/night

Please use the Booking-Code HdM EE-Bootcamp.

→ Who can I contact if I have questions?

For organizational questions:

Aisling Mullahy (mullahy@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)