



ENTREPRENEURSHIP WEEK GERMANY 2020 AT RHINE-WAAL UNIVERSITY

16th - 20th November 2020

PROGRAM	MONDAY 16.11.	TUESDAY 17.11.	WEDNESDAY 18.11.	THURSDAY 19.11.	FRIDAY 20.11.
9 am - 10 am	01 Ideation Toolbox for your Start-up Business	04 Start-up Coaching	06 Build your own Brand	10 Protecting Start-up Ideas	13 Pressure Cooker Day
10 am - 11 am					
11 am - 12 pm					
12 pm - 1 pm	02 Business Idea Pitch & Poster Session	05 Enspire yourself!	07 UX Basics for your Start- up Company	11 Business Model Canvas	
1 pm - 2 pm					
2 pm - 3 pm					
3 pm - 4 pm			08 Customer is the King	12 Motion Picture Ads	
4 pm - 5 pm	03 Social Ventures from around the World		09 Logo De- sign for your Start-up		
5 pm - 6 pm					
6 pm - 7 pm					
7 pm - 8pm					

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages





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MONDAY 16.11.

01 | IDEATION TOOLBOX FOR YOUR START-UP BUSINESS

Discover several ideation techniques that can help you to create, develop and enhance your start-up idea.

Time: 9:30 am - 11 am

Language: English

02 | BUSINESS IDEA PITCH & POSTER SESSION

Watch the pitch & poster presentations of students from the degree program International Business Administration, pitching their start-up ideas in front of an expert jury.

Time: 12 pm - 4 pm

Language: English

03 | SOCIAL VENTURES FROM AROUND THE WORLD

Watch the pitch & poster presentations of international students from the degree program Sustainable Development Management, pitching their start-up ideas focused on social entrepreneurship.

Time: 4 pm - 6 pm

Language: English

TUESDAY 17.11.

04 | START-UP COACHING

Reserve a time slot for a one-to-one meeting with a business expert from the Startercenter NRW/Chamber of Commerce and get valuable advice/feedback on your start-up idea. We are going to assign you a 30 minute time-slot after your registration for the event.

Time: 9 am - 11 am

Language: English or German

05 | ENSPIRE YOURSELF!

Get to know the Enspire program of the HSRW and learn about its different projects. Prof. Dr. William M Megill will introduce you to the various projects such as the electric car racing, the submarine team, the autonomous driving roboboat and much more!

Time: 12 pm - 1:30 pm

Language: English

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WEDNESDAY 18.11.

06 | BUILD YOUR OWN BRAND: HARNESSING THE POWER OF SOCIAL MEDIA

Get ideas and inspiration to boost your business idea and advance in your career. Learn, how to build a brand using social media.

Time: 10 am - 11:30 am

Language: English

07 | UX BASICS FOR YOUR START-UP COMPANY

Get to know your customers and improve their satisfaction. It's not just about designing the user interface of your website, but rather about the additional value that you offer to your customer.

Time: 12 pm - 2 pm

Language: English

08 | CUSTOMER IS THE KING

Learn, how to define and analyse the target market for your start-up and how to segmentate your customers with the start-up founder and scout Claudio Abels.

Time: 2:30 pm - 4 pm

Language: English

09 | LOGO DESIGN FOR YOUR START-UP

Learn, what aspects are important, when designing a logo for your start-up business. Get valuable insights into colour psychology, typography, shapes, margins and logo styles.

Time: 4:30 pm - 6 pm

Language: English

THURSDAY 19.11.

10 | PROTECTING START-UP IDEAS

Learn, how to protect your business idea and what kind of patents/intellectual property rights exist.

Time: 10 am - 11 am

Language: English

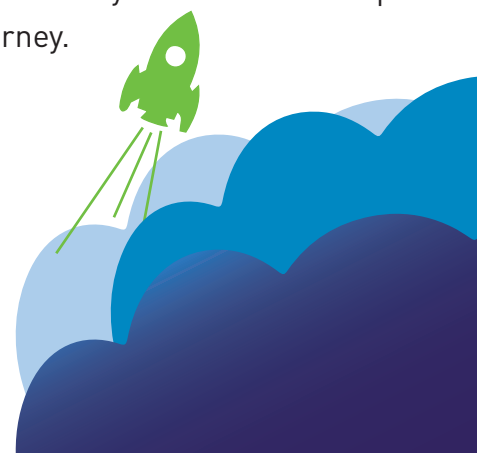
11 | BUSINESS MODEL CANVAS WORKSHOP

Learn, how to develop the business model for your start-up with the popular Business Model Canvas tool. Master this very first essential step on your start-up journey.

Time: 12 pm - 1 pm

Language: English

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12 | MOTION PICTURE ADS: CATCHY ADVERTISING FOR YOUR START-UP

Learn, how to create advertising spots for social media and target your customers in a very special way. Start-up scout Thilo Schwedmann, who has designed several ads and TV formats for the TV channels VOX, RTL, NTV and NITRO, is going to lead you through the workshop.

Time: 2:30 pm - 4 pm

Language: English

FRIDAY 20.11.

13 | PRESSURE COOKER DAY

Join this interactive workshop, during which interdisciplinary student teams develop solutions for a challenge defined by a local company. A creativity coach and a mentor/CEO from the company will accompany the student groups throughout the day. The aim of the day will be to create the best solution for this particular company challenge. At the end, the solutions will be pitched in front of a jury and the team with the best idea will be awarded.

Time: 9 am - 2 pm

Language: English

14 | INTERNATIONAL STORY EVENING

After the whole week of workshops, we all deserve a relaxing event full of chilling atmosphere. Make yourself a cup of tea or coffee and join us for our international story evening. Feel free to bring your personal story with you, e.g. about yourself, your country, favourite foods and dishes or maybe even about starting your own business. If you have some favourite specialities from your country (e.g. food and drinks) you can also show them to us on the camera. Expand your contact networks and get know our amazing international student community.

Time: 6 pm - 8 pm

Language: English

REGISTER FOR ONE OR MORE EVENTS

FOR FREE ON OUR WEBSITE

WWW.STARTGLOCAL.DE

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