

START-UP WEEK GERMANY 2021 AT RHINE-WAAL UNIVERSITY

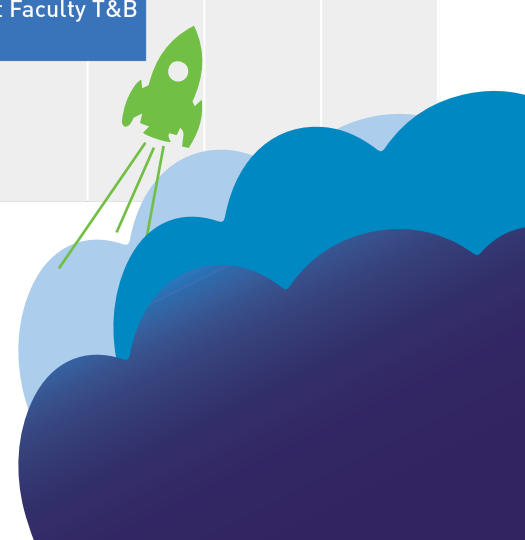
15th - 19th November 2021

**ARE YOU INTERESTED IN START-UPS ENTREPRENEURSHIP?
DO NOT HESITATE AND REGISTER YOURSELF FOR ONE OR
MORE EVENTS FOR FREE!**

Be a part of the largest nationwide campaign focused on entrepreneurship and entrepreneurial spirit: **Startup Week Germany** and the international **Global Entrepreneurship Week**, which takes place in 170 countries and involves more than **10 million people** from all over the world.

Students, alumni, university staff, and also citizens are warmly welcome! Register yourself for one or more events. Most of the events are in English language.

Program	09:00 - 10:00	10:00 - 11:00	11:00 - 12:00	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00	17:00 - 18:00	18:00 - 19:00	19:00 - 20:00
MONDAY 15.11.				01 Kick-off		02 Business Model Canvas					
TUESDAY 16.11.		03 Start-up Coaching		04 Live Event: Blue FabLab tour			05 Designprinzipien der Selbstorganisation		06 Start-up Basics		
WEDNESDAY 17.11.		07 Hacks for your Start-up PR	08 UX Basics for your Start-up Company			09 Customer is the King		10 Logo Design for your Start-up			
THURSDAY 18.11.		11 Protecting Start-up Ideas		12 Social Entrepreneurship - Idea Pitch		13 Motion Picture Ads	14 Idea Pitch at Faculty T&B				
FRIDAY 19.11.		15 Pressure Cooker Day									



Gefördert durch:

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MONDAY 15.11.

01 | KICK-OFF START-UP WEEK @ HSRW

Kick off the Start-up Week together with us and get to know the StartGlocal team.

Time: 12:00 - 13:00, online

Language: English

02 | 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: 14:00 - 15:30, online

Language: English

TUESDAY 16.11.

03 | START-UP COACHING

Reserve a time slot for an 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: 9:00 - 11:00, online

Language: English or German

04 | LIVE EVENT: FABLAB.BLUE TOUR

Join us live on Instagram to take part in a virtual tour through the newly established FabLab. blue at Campus Kleve of HSRW.

Time: 12:00 - 13:30, online

Language: English

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages



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05 | DESIGNPRINZIPIEN DER SELBSTORGANISATION

There is no such thing as “one size fits all” in self-organisation! Or is there? Learn about different design principles of self-organisation.

Time: 15:00 - 16:00 online

Language: German

06 | START-UP BASICS

What makes a start-up? An idea, invention or innovation? Learn about the basic definitions!

Time: 16:30 - 18:00, online

Language: English

WEDNESDAY 17.11.

07 | HACKS FOR YOUR START-UP PR

PR is a powerful tool that is particularly suitable for young innovative startups in the launch phase in order to achieve a high reach. In this interactive keynote you will learn a few tips and tricks on how to properly address journalists, bloggers or editors and how to properly plan your initial communication without spending an advertising budget or hiring an agency.

Time: 10:00 - 11:30, online

Language: English

08 | 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: 11:30 - 12:30, online

Language: English

09 | CUSTOMER IS THE KING

Learn, how to define and analyse the target market for your start-up and how to segmentate your customer.

Time: 14:30 - 16:00, online

Language: English

10 | 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: 16:30 - 18:00, online

Language: English

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THURSDAY 18.11.

11 | PROTECTING START-UP IDEAS

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

Time: 10:00 - 11:00, online

Language: English

12 | SOCIAL ENTREPRENEURSHIP - IDEA PITCH

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

Time: 12:15 - 13:45, online

Language: English

13 | 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.

Time: 14:30 - 16:00, online

Language: English

14 | IDEA PITCH FACULTY AT TECHNOLOGY & BIONICS

The students of the Faculty of Technology & Bionics present their innovative start-up ideas in a pitch!

Be there and vote live for your favourite idea.

Time: 16:00 - 17:30, online

Language: English

FRIDAY 19.11.

15 | PRESSURE COOKER DAY - OFFLINE EVENT

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: 10:00 - 16:00, offline

Language: English

REGISTER FOR FREE ON OUR WEBSITE

WWW.STARTGLOCAL.DE

Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages

