

INNOVATION BOOT CAMP

IN STUTTGART, GERMANY AND
AMSTERDAM, THE NETHERLANDS

4–13 MAY 2020

„Explore the landscape of Entrepreneurship
and become a Trendwatcher!“



The Innovation Boot Camp is organized by the Hochschule der Medien (HdM) in Stuttgart, Germany, in collaboration with its partner universities Hogeschool van Amsterdam (HvA), The Netherlands, and Karel de Grote University College (KdG), Belgium.



WHAT IS THE INNOVATION BOOT CAMP?

The Innovation Boot Camp combines Trendwatching and Innovation in the framework of Entrepreneurship. Participants of the Short Term Program will have the unique opportunity to experience business-related models and search for emerging trends in technology, innovation and sustainability. Within two weeks, distinguished lecturers from the Germany the Netherlands and Belgium will take students from around the world through an intensive study and cultural program. Participating students can earn up to 8 ECTS in the Innovation Boot Camp.

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BLOCK 1

(4–8 MAY): ENTREPRENEURSHIP BOOT CAMP IN AND AROUND HOCHSCHULE DER MEDIEN (HDM)

- Participants arrive on Sunday (3 May) in Stuttgart.
- The Innovation Boot Camp kicks off in a cozy lodging on the Swabian Alb. Located in beautiful nature you will spend Monday until Wednesday in close collaboration on developing creative ideas and transferring them in a viable business model. User-centered Problem Solving, Creative Ideation and Innovative Business Modelling do not just happen by chance – by applying the right methods and tools (e. g. Business Model Canvas) and following the principles of Design Thinking, we will develop them systematically.
- Participants return from the Swabian Alb to Stuttgart on Wednesday 6 May. Transfer between HdM and the Swabian Alb and back will be organized.
- On Thursday and Friday (7–8 May), participants will finalize the Entrepreneurship Boot Camp at HdM in Stuttgart.
- Check out the Program of Block 1 and Syllabus of Block 1 (page 7+8).
- During Block 1, participants can earn 3 ECTS in total for attendance and pre/post-course work (Hand-in Pitch Deck).
- On Saturday 9 May 2020 participants will travel to Amsterdam and enjoy a social program that weekend.

WHAT IS THE PROGRAM?

The Innovation Boot Camp offers a flexible two-week program: participants can select one block during week 1 in and around Stuttgart as well as an optional optional block during week 2 in Amsterdam. Find the roadmap for Block 1 and Block 2 below.

BLOCK 2

OPTIONAL (11–13 MAY): TRENDWATCHING AND INNOVATION AT HOGESCHOOL VAN AMSTERDAM (HVA)

- Participants will encounter Trendwatching and dive deeply into hot topics of Innovation. The focus will be on essential cultural skills and sustainability in particular.
- Check out the Program of Block 2 and Syllabus of Block 2 (page 9+10)
- During Block 2, students can earn 3 ECTS in total for attendance and pre/post-course work.

The program ends on Wednesday 13 May 2020. Participants can depart home.

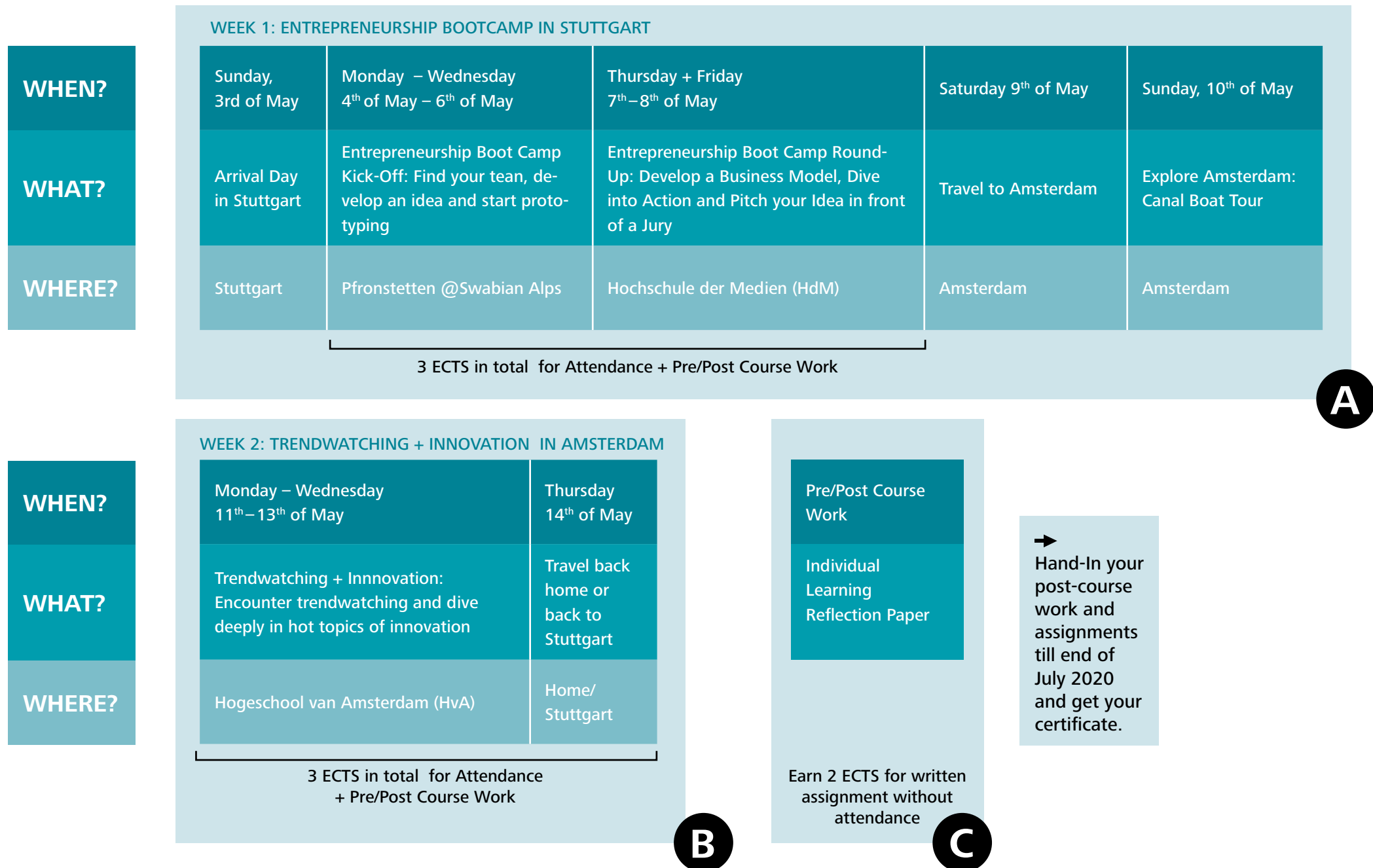
Please note:

Students participating in Block 1 and Block 2 can choose the following option:

- Submission of an Individual Learning Reflection Paper based on Syllabus of Study Project (2 ECTS in total for written assignment without attendance).

OVERVIEW: INNOVATION BOOT CAMP 4–13 OF MAY 2020 IN STUTTGART AND AMSTERDAM

YOUR ROADMAP – EARN UP TO 8 ECTS IN 4 BUILDING BLOCKS



OVERVIEW: ECTS POSSIBILITIES

ALL COMBINATIONS ARE POSSIBLE

A	Attend the Entrepreneurship Boot Camp in Stuttgart + Pre/Post Course Work (Hand-In Pitch Deck)	3 ECTS in total for Attendance + Pre/Post Course Work
A + B	Attend the Entrepreneurship Boot Camp in Stuttgart + Pre/Post Course Work (Hand-In Pitch Deck) and as well attend the Innovation and Trendwatching Module in Amsterdam + Hand in Post Course Work	6 ECTS in total for Attendance + Pre/Post Course Work (two submissions: one for Entrepreneurship Bootcamp, one submission for the Trendwatching + Innovation module)
A + C	Attend the Entrepreneurship Bootcamp in Stuttgart + Pre/Post Course Work (Hand-In Pitch Deck) and write an extra individual assignment (Learning Reflection Paper)	5 ECTS in total for Attendance + Pre/Post Course Work (two submissions: one for Entrepreneurship Boot Camp, one submission Individual Learning reflection)
A + B + C	Attend the Entrepreneurship Boot Camp in Stuttgart + Pre/Post Course Work (Hand-In Pitch Deck), Attend the Module in Ams- terdam (+ Post Course Work) plus write an individual assignment (Learning Reflection Paper)	8 ECTS in total for Attendance + Pre/Post Course Work (three submissions: one for Entrepreneurship Bootcamp, one for Trendwatching Module, one individual Learning Reflection)

BLOCK 1

ENTREPRENEURSHIP BOOT CAMP AT AND AROUND HOCHSCHULE DER MEDIEN (HDM)

SUNDAY: ARRIVAL DAY IN STUTTGART	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY: TRAVEL TO AMSTERDAM
	FIND YOUR TEAM!	DEVELOP AN IDEA!	PROTOTYPE AND VALIDATE!	BUSINESS MODEL + MONEY!	PITCH DAY!	
	Bus transfer to the Swabian Alps	Design Thinking	Value Proposition Canvas	Intro Business Model Canvas + Overview on Business Models	The Pitch Doctor – how to create the Perfect Pitch	
	Check-In Overview Program	Problem Exploration				
	Creative Warm-Up					
	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	
	Myself as an Entrepreneur – Find your inner Why	Ideation, Problem-Solution-Fit	Rapid Prototyping + Customer Experience	Traction Workshop + Scaling	The one and only Pitching Event	
	Areas of Interest/ Team Formation	Idea Pitching – Dragon’s Death	Validation (outdoor)	Financing/ Valuation of Startups	Farewell Stuttgart Barbecue	
	International Fireside Dinner		Bus transfer to Stuttgart Media University	VISIT the festival of animated film	Visit the Stuttgart „Frühlingsfest“	



BLOCK 2

TRENDWATCHING AND INNOVATION AT HOGESCHOOL VAN AMSTERDAM (HVA)

SUNDAY: EXPLORE AMSTERDAM	MONDAY	TUESDAY	WEDNESDAY	TRAVEL HOME (OR STUTT GART)
	TRENDWATCHING IN A NUTSHELL	HOW TO WORK WITH TRENDS: SUSTAINABILITY	TECHNOLOGY + CULTURE IN INNOVATION MGMT.	
	Check-In and Overview	Intro: Megatrend Sustainability	Beyond the Hype: Technology Trends	
	What is a Trend?	From Trends to Concepts: Workshop Sustainability		
	From Megatrend to Consumertrend		Workshop Emerging Technologies	
	LUNCH	LUNCH	LUNCH	
	Trendwatching Tools	From Trends to Brands	Cultural Skills in innovation	
	Tool Workshop	Presentation of Trend Innovation	Wrap Up	
	International Dinner		Farewell Drinks	

WHERE CAN I STAY?

In Stuttgart, students will be accommodated in [Hostel Alex 30](#) from Sunday-Monday (3–4 May) and Wednesday-Saturday (6–9 May). HdM has booked 16 beds in dormitories (3–4 beds per dorm) for students participating in the Innovation Boot Camp. Students can contact the hostel and select a room in advance (please refer to „HdM“ when booking your bed at the hostel).

In Amsterdam, students will be staying in [StayOkay Amsterdam Vondelpark](#) from Saturday–

Thurs-day (9–14 May). Dormitories (approx. 3–4 beds per dorm) are foreseen for 20 students.

Students will need to contact the [coordinator at HvA](#) by 31 March 2020 the latest in order to have their room booked for them.

Please note:

Students will need to book their respective accommodation in Stuttgart and Amsterdam by 31 March 2020 the latest. Otherwise the beds reserved will be cancelled and participants will need to look for alternative housing themselves. The accommodation in both cities needs to be paid by the participants themselves.

Find more information on accommodation in Stuttgart [here](#).

HOW CAN I TRAVEL?

Find saver fares when travelling by train between Stuttgart – Amsterdam [here](#).

Find directions on reaching HdM campus from the Stuttgart city center [here](#).

WHAT ARE THE COSTS?

Participants need to cover travel, accommodation, catering and social activities themselves. Anticipated costs for the week in Stuttgart range between 400 - 450 EUR in total (including accommodation, food and drinks, social activities, a three day-offsite and barbecue on Friday). Expected total costs for the week in Amsterdam amount to approx. 450 EUR (including accommodation, food and drinks and social activities).

WHO CAN TAKE PART?

The Innovation Boot Camp is open to (undergraduate) students from all subject areas.

HOW TO APPLY?

We encourage all students to apply for the Innovation Boot Camp.

Send a letter of motivation, a current academic transcript of records and your resume (in English) in one pdf file by 20 March 2020 to: application@hdm-stuttgart.de

Please indicate in your application which Blocks you would like to part in (Block 1 in Germany and/or Block 2 in The Netherlands).

HOW MANY CREDITS CAN I EARN?

- Students can earn 3, 5, 6 or 8 credits in four different Blocks of the Innovation Boot Camp.
- Please check the Overview of ECTS Credit Possibilities (page 4) and the Syllabi for Blocks A, B and C (pages 7–11).
- One mutual Transcript of Records can be issued by HdM for students participating in both Block 1 and 2.
- Students are required to submit their post-course work and assignments by the end of July 2020. Upon successful submission participants will receive a certificate of participation in the Innovation Boot Camp.

QUESTIONS?

All relevant information on the Innovation Boot Camp can be found on our website www.hdm-stuttgart.de/innovationbootcamp. For further questions, please contact the [International Office at HdM](#).

BY THE WAY...

The Innovation Boot Camp will also take place 11–17 October 2020 at the Karel de Grote Uni-versity Antwerpen (KdG), Belgium, and the Hogeschool van Amsterdam (HvA), The Netherlands. For more information, please check out www.hdm-stuttgart.de/innovationbootcamp



Amsterdam University
of Applied Sciences



University of Applied
Sciences and Arts