



CREATING STARTUPS & INNOVATION AT THE UPPER RHINE

TRINATIONAL KTUR SUMMER SCHOOL

29 August - 02 September 2022

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CREATING STARTUPS &
INNOVATION AT THE UPPER RHINE

TRINATIONAL KTUR SUMMER SCHOOL

The Trinational KTUR Summer School provides first-hand insights into the dynamic world of entrepreneurs. You will work with students, entrepreneurs and academics from France, Germany and Switzerland in an interactive setting to come up with business ideas and develop a working business model out of them. The summer school will take place in Strasbourg, Basel and Freiburg.

PROGRAM:

MONDAY, 29 AUGUST 2022, STRASBOURG

Business idea generation and development of business models - how can I come up with a business idea? How can I evaluate it? What is a business model?

TUESDAY, 30 AUGUST 2022, STRASBOURG

Intercultural Management across the trinational region, pitching and market analysis - how do cultures differ and how to manage it? How to present my idea? Who is your customer? Who is your competitor?

WEDNESDAY, 31 AUGUST 2022, BASEL

Market entry and Minimum Viable Product - how does a marketing strategy look like? How do I reach my customers? And how can I quickly test my business idea with the available resources in an efficient manner?

THURSDAY, 1 SEPTEMBER 2022, BASEL

Funding, financials and your founding team - does my idea work financially? How much money do I need and where do I get it from? What to consider when starting my team?

FRIDAY, 2 SEPTEMBER 2022, FREIBURG

The groups pitch their business models to an international jury and get feedback on how to take their idea to the next stage. We will also look into the ecosystem and where you can get further support.

WHO CAN APPLY:

Students from all universities at all levels in the Upper Rhine-region. No prior knowledge or business idea required. Participation is free of charge. Transport and accommodation costs are borne by the participants.