

## Call for Participation

*“A goal without a plan is just a wish”* (Antoine de Saint-Exupéry)

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### YOUR OPPORTUNITY:

The European Centre for Career Development & Entrepreneurship offers you the chance to participate in an one-week intensive study program to work on your business idea under expert supervision.

Work with European entrepreneurs, academic experts and like-minded peers from Berlin, London, Milan, Madrid, and Paris. Your idea, our know-how: Let's get you on the road!

The **3<sup>rd</sup> International ECCE Summer School on Entrepreneurship in Europe** will be held in Berlin, at the EBC Hochschule Campus Berlin, **from the 1st to the 7th of July**. The Workshops will focus on the key aspects that entrepreneurs must focus on when creating a new business: **(a) communication & culture, (b) strategy, (c) marketing, (d) e-commerce & intellectual property, and (e) finance**. All sessions will address the most relevant points that you must consider and how to apply them to your specific business idea. Additionally, you will work in groups with international peers on the refinement of your business plans, train your pitching skills in front of entrepreneurs and academics from all over Europe in order to be prepared to win the final business plan competition. Prize: Your very own European business mentor.

### PROJECTS' SUBMISSION

#### Stage 1:

All students are required to submit a video lasting no longer than 5 minutes describing an Entrepreneurship Project. The video must be uploaded to YouTube (as a private video) and the relevant link must be emailed to: [ecce.proyecto@uam.es](mailto:ecce.proyecto@uam.es)

All students are responsible for checking in advance as to whether any materials in their project are covered by industrial or intellectual property rights, and if necessary they must organize to get permission to use these materials at their own expense. UAM and ECCE accept no liability for any violation of industrial or intellectual property rights by others taking part in the workshop or by third parties. By taking part in the workshop all participants undertake to keep secret and confidential the information provided by the other participants in relation to their projects, and not to appropriate it and use it as their own. Any violation of this undertaking will be interpreted by the institution as a violation of the Code of Ethics.

**Entrepreneurship projects at different development stages are welcome. Students from all academic backgrounds can apply, but you need to be from one of the ECCE institutions and team-applications are not possible.**

**SUBMISSION Deadline: 14th of March 2018**

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## **WHAT HAPPENS AFTER SUBMISSION?**

### **Stage 2:**

Each institution chooses the 5 most promising projects for participation (altogether 25 projects). We will inform applicants latest until **April 2nd** about the outcome of their application.

### **Stage 3:**

The 25 projects will be shared amongst the successful applicants, who will have to decide on which projects they would like to work on during the summer school (you are not allowed to vote for yourself). The most popular five projects will be entered into the business plan competition and will be the main focus of attention during the group working sessions, notwithstanding the use of each participant's personal project to stimulate the development of each of the presented entrepreneurship ideas.

**Participation in the summer school will be free of charge for all chosen projects. Additionally, all participants from outside Berlin will receive funding for travelling costs (up to 275 €) and free accommodation (bed in dormitory).**

For information concerning registration and logistics, as well as updates of the program, please consult the following website: **WWW.ECCE.ROCKS** from April 30<sup>th</sup> onwards.

## **ORGANIZATION**

### **Host institution:**

EBC Hochschule Campus Berlin

Collaborating institutions:

PSB Paris School of Business  
Regent's University London  
Universidad Autónoma de Madrid  
Università Cattolica del Sacro Cuore

## **Preliminary Schedule:**

### ***Sunday: 01.07.2018***

Until 15:00pm:

Participants are expected to arrive until latest 3pm at their accommodation.

From 14:00pm on:

Meet your fellow group members

15:30: Welcome and orientation – Assignment of group task – Business Plan Competition

Venue: tbc

16:30 – 20:00: Group forming activity & preparation of elevator pitch during dinner  
(Assignment: Each group is supposed to pitch their project during the welcome dinner in order to give all present lecturers a quick impression of their S-W-O-T and team player qualities)

20:00: Welcome Dinner & Project Pitches

Venue: tbc

### ***Monday: 02.07.2018***

Venue: EBC Hochschule

10:00: Welcome session

10:15 – 11:45: Communicating and culture for entrepreneurship in Europe (I)

11:45 – 12:00: Coffee break

12:00 – 13:15: Communicating and culture for entrepreneurship in Europe (II)

13:30 – 14:30: Lunch

14:30 – 15:30: Design thinking session

15:30 – 17:00: Working groups (5 parallel sessions with 5 students)

17:00 – 18:00: Entrepreneur Apéro: Guest of the day

### 3<sup>rd</sup> International Summer School on Entrepreneurship in Europe

Berlin, July 2018

Hosting Institution: EBC Hochschule Campus Berlin

#### **Tuesday: 03.07.2018**

Venue: EBC Hochschule

10:00 – 11:30: Strategy for entrepreneurship (I)

11:30 – 11:45: Coffee break

11:45 – 13:15: Strategy for entrepreneurship (II)

13:15 – 14:00: Lunch

14:00 – 16:30: Working groups (5 parallel sessions with 5 students)

17:00 – 18:00: Entrepreneur Apéro: Guest of the day

#### **Wednesday: 04.07.2018**

Venue: EBC Hochschule

10:00 – 11:30: Marketing for entrepreneurship (I)

11:30 – 11:45: Coffee break

11:45 – 13:30: Marketing for entrepreneurship (II)

13:30 – 14:15: Lunch

14:15 – 16:30: Working groups (5 parallel sessions with 5 students)

17:00 – 18:00: Entrepreneur Apéro: Guest of the day

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#### **Thursday: 05.07.2018**

Venue: EBC Hochschule

10:00 – 11:30: Doing business in the internet: basic legal framework for electronic commerce

11:30 – 11:45: Coffee break

11:45 – 13:30: Protecting your intellectual property assets: trademarks, design, copyrights

13:30 – 14:15: Lunch

14:15 – 16:30: Working groups (5 parallel sessions with 5 students)

17:00 – 18:00: Entrepreneur Apéro: Guest of the day

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#### **Friday: 06.07.2018**

Venue: EBC Hochschule

10:00 – 11:30: Finance (I)

11:30 – 11:45: Coffee break

11:45 – 13:30: Finance (II)

13:30 – 14:15: Lunch

14:15 – 15:30: Working groups (5 parallel sessions with 5 students)

16:00 – 19:00: Presentation of Business Plans

Venue: tbc

20:00: Good-bye Party & Announcement of Winning Team

Venue: tbc

#### **Saturday: 07.07.2018**

Departure