

Imagine
the future will be
wonderful.
and it will be
your fault.

Academic Program for Entrepreneurship (APE) Bootcamp in Munich
March 9th – 14th, 2014.



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What you will be doing.

The APE Bootcamp will be run by the Strascheg Center for Entrepreneurship (SCE) at the Munich University of Applied Sciences. This Bootcamp is about doing, not about listening to lectures. This is why you will spend most of your time working on a real-life business idea in teams. But we don't want you to feel lost. An experienced team of coaches and mentors will be present to guide you through the process.

We will start each day with a quick round of feedback from each team to understand what your current thinking is and how the coaches might assist you. Next, you will be introduced to some food for thought about how the groups might proceed that day. This will take us no more than an hour. The rest is up to you! One mentor will be assigned to your group, but you are free to approach other coaches as well to gain valuable feedback. In the end, you will be the one who decides on how you want to proceed with your project. International participants will be awarded a certificate after completion of the Bootcamp.



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APE Bootcamp schedule.

Saturday March 8 th	Doing... Arrival in Munich. Also (optional)... Meet at the Wombat's Hostel lobby at 8pm and go out for a drink in one of the Munich beer halls.
Sunday March 9 th 10am-7pm	Learn about... Us, yourself, your fellow students, team roles, and performance in teams. Doing... Warm-up teambuilding exercises, and QR-code rally through Munich. Also... You will pitch your business idea (or impulse) in no more than 60 seconds. We will then vote and select 8-10 favourites. Afterwards, teams will be formed to work on each of these ideas. Teams will be mixed across disciplines.
Monday March 10 th 10am-7pm	Learn about... Different forms of entrepreneurship, scalability, search vs. execute, the Design Thinking process, and tools for customer research and synthesizing insights. Doing... Get to know your team. Brainstorm to create a shared vision of the project. Plan your research strategy and get out of the building!
Tuesday March 11 th 10am-7pm	Learn about... Storytelling, synthesizing insights, opportunity areas idea generation, prototyping, and qualitative market validation. Doing... Draw insights from what you have already learned, cluster insights, form opportunity areas, brainstorm, select and/or refine your business idea.
Wednesday March 12 th 10am-7pm	Learn about... Business modelling, Lean Startup methods, pivots, use cases, market analysis, feasibility studies and quantitative market validation. Doing... Do more research, refine your opportunity areas, refine your business idea, and design market validation tests.
Thursday March 13 th 10am-7pm	Learn about... Financial modelling, bootstrapping, acquiring money, venture capital, entrepreneurial competencies, and what it takes to be an entrepreneur. Doing... Refine your concept and business model, build a sustainable financial model, and build an overall coherent strategy for your new venture.
Friday March 14 th 10am-9pm	Learn about... Pitching and selling. Doing... Get your business idea pitch-ready, create a coherent sales proposition, create an engaging pitch. Also... This evening you will pitch your concept to fellow students, programme alumni and a panel of experts. International participants will receive their certificates.

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What you will be working on.

We will end Sunday with a round of pitches from everyone. Yes, we mean everyone! Each of you has exactly 60 seconds to present a problem you have encountered in your life which you want to get rid off. We call this an **impulse**. We won't allow PowerPoint slides, but other props or live examples may be used. Your goal is to inspire your fellow students. After listening to all pitches we will vote as a group and select the 8 to 10 favoured impulses. Groups will then be formed to work on each of these impulses. We will try to balance teams to include students from different universities and backgrounds.



If an impulse doesn't readily come to mind, here are three current trends which might be interesting to take a closer look at:

Upcycling is the process of converting waste materials or useless products into new materials or products of better quality.

Quantifying your life is the trend towards measuring more and more aspects of ones life from sleep to work to athletic performance.

Disconnecting in a digital world is the trend to temporarily get away from all digital distractions, to either think, create or just catch a break.

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Teambuilding on Sunday.

Our APE Bootcamp will officially kick-off on Sunday, March 9th in our Steelcase Creative Hall. But we will not jump into working on business ideas right away. We will instead start by working on you and your ability to work in a team. We have found this to be one of the key ingredients not just for successfully starting a new venture, but for life in general.

After we warm-up with some easier teambuilding exercises we will send you on a QR-code rally which takes you to different spots in Munich. You will have to solve puzzles, brain teasers and find clues to get to your next location. Bring warm clothing and a smartphone with a QR-code reader (if you have one).

Afterwards we will share what we have learned not only about the challenges you had to overcome, but also on how you approached them as a team.



Markus Kaufmann is our teambuilding coach. He is a lecturer in social pedagogy at the Munich University of Applied Sciences and is known for brain-teasing QR-code rallies.



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Meet the lecturers and team coaches.



Dr. Klaus Sailer is Professor for Entrepreneurship at the MUAS and the CEO of the Strascheg Center for Entrepreneurship (SCE).



Alex Grots is an entrepreneur, innovator and educator. He previously was the Managing Director of IDEO Europe and CEO of gravity Europe.



Assaf Shamia is the head of our teaching team. Previously he has worked as a venture capitalist in Israel specializing on software and the Web.



Dr. Steve Gedeon is Professor in Entrepreneurship & Strategy at the Ted Rodgers School of Management at Ryerson University in Canada.



Florian Huber is the head of the APE programme. He teaches design thinking and entrepreneurial thinking to students and professionals.



Dr. Jan Auernhammer is Lecturer in Strategy and Innovation at Edinburgh Napier University. He established the Bright Red IDEA Lab Edinburgh.



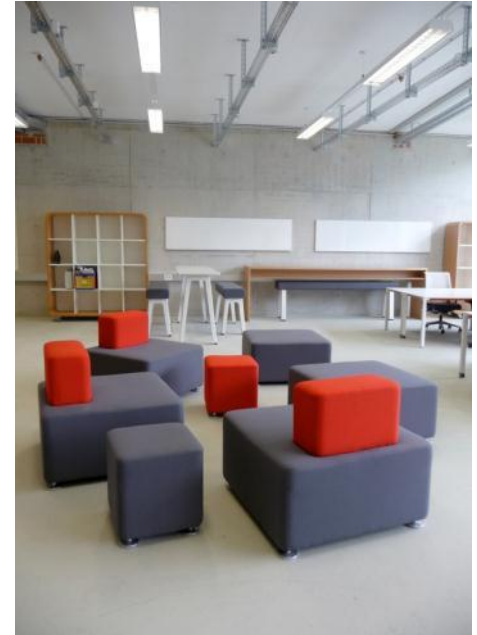
Annika Müller is a teaching assistant in the APE programme. With a previous career in social care work she is now working towards her B.A.



Thomas Kirchner an entrepreneur and innovation consultant in Munich. He is an alumnus of APE and now also teaches in the programme.

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Where you will be working. Our Steelcase Creative Hall.



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Accommodation for students: Wombat's City Hostel.

We cannot provide free accommodations for students. But don't worry, we have reserved places at the Wombat's hostel for up to 30 international participants (17-22 € per night). Please book a room by yourself. If you book until Feb. 15th Wombat's will make sure that you will share a room with other APE Bootcamp students. Just mention "SCE Munich" and they will take care of this. In case Wombat's is fully booked, we have also included details for the Euro Youth Hostel located in the same street. You are free to find other places to stay as well. You can use our Facebook group to discuss travel arrangements with fellow participants. Some of our Munich-based students will also offer room in their apartments there. Find the group here: <https://www.facebook.com/groups/APEWeek2014/>.

Wombat's City Hostel

Senefelderstraße 1, 80336 Munich

+49 (0)89 5998 918-0

office@wombats-munich.de

<http://www.wombats-hostels.com/munich/>



Euro Youth Hostel

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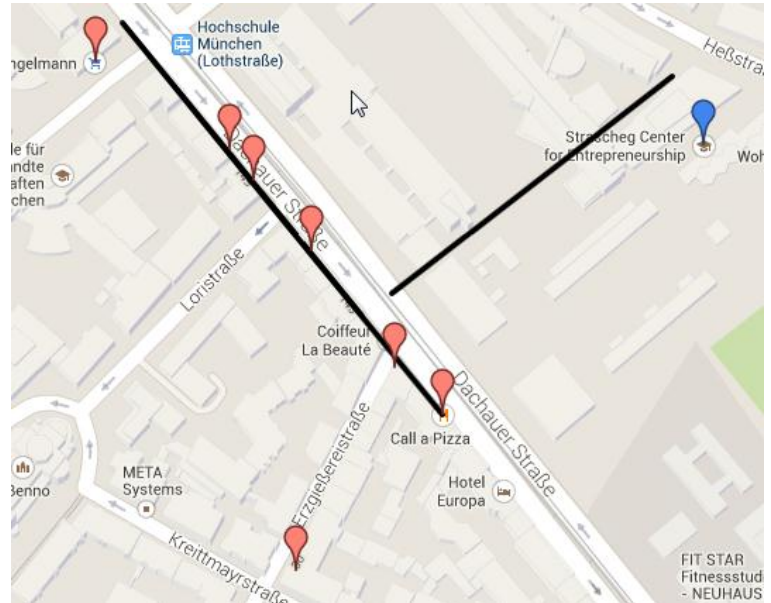
You can find a bite to eat here.

We will provide a variety of drinks for you during the event. Due to the large number of students we cannot provide food for you.

But don't worry, you are on a university campus, so there are lots of cheap places close-by!

We have created a custom Google Map which has markers for popular student places close to campus. Check the map on the right or click on the link below.

[Find food here!](#)



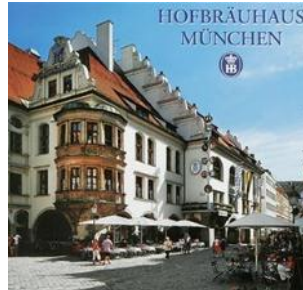
Our address.

Strascheg Center for Entrepreneurship
SCE GmbH
Munich University of Applied Sciences
Hessstraße 89
80797 Munich

How to get there.

The Trams 20, 21 and 22 will take you directly to our campus.
From there it is a 3 min. walk to our office.
The closest subway stations are Stiglmaierplatz (U1) and Theresienstraße (U2).
You can walk to our office in about 8 min.





ARE YOU **APE** ENOUGH?

