

Start-up and Innovation Management Workshop

Did you know?

- ▶ Most of the start-up ideas of successful companies have been initiated by not business people!
- ▶ Most companies expect employees who are capable to create and implement innovative ideas!

Want to know?

- ▶ What does an idea need for becoming a success story?
- ▶ How can a simple idea be transformed into a cool business?
- ▶ What kind of role can you play in it?

Want to try?

- ▶ How to stand for an innovative initiative?
- ▶ What depends on the collaboration within a team?
- ▶ How can you benefit from others' suggestions?

In just 4 times 4 hours

- ▶ You will understand what the market expects from you.
- ▶ You can improve your capabilities and your approach.
- ▶ You can try what would happen if you launched a business.
- ▶ You can practise without risking any failure.

Will you become an entrepreneur or an employee? No matter!

Gain essential, practical marketable knowledge

Want to learn from experts? You'll be mentored by businessmen!

Build relationships with successful business people

Interested in businesses? Train at start-up competitions?

Prepare yourself, and get a feeling for it

And all this – Free of charge!!!

Apply by 5 October!
startup@iip.hu

Submit a couple of words about yourself: what do you study; what will you do after your graduation?



The Workshop will be implemented in partnership of ELTE, BusinessWorks Hungary and Bergen University College, in co-operation with CEU Business School and funded by the EEA Financial Mechanism.

Start-up and Innovation Management Workshop

Goal

The goal is to improve your practical knowledge on innovation and business that you can use at any areas, at any jobs.

Summary

You don't need to have any knowledge in economy! You will get an insight in the most essential aspects and applied techniques from managing ideas to launching a business. The knowledge picked up at the workshop can be utilised both if you will work as an employee and will start-up an own company. The knowledge will be transferred through team-work at the workshop: you can choose a theme and can set up your virtual company while being mentored by successful business people. Whether you will launch a business or become an employee, supervisor or manager at a company, you will be equipped with a marketable knowledge!

Knowledge

Team-work and collaboration techniques; personal effectiveness and efficiency; generating, presenting and managing ideas; essentials on economy, organisation, markets and launching a business.

Evaluation

Feed-back based on the facilitators' evaluation, the participants' activity, the final presentation and the opinion of a jury of business experts.

Schedule

- 1st 7 October, 1pm – 5pm
- 2nd 21 October, 1pm – 5pm
- 3rd 18 November, 1pm – 5pm
- 4th 2 December, 1pm – 5pm

Venue

At the premises of ELTE. Participants will be informed before the workshop in due course.

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SESSION 1 (7 October 2015, 13:00–17:00)

Preliminary tasks:

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Hour	Topic, skills to be transferred	Assigned practical tasks
1 st	Presenting the aim and schedule of the workshop	Participants learn about each other's motivation and expectations and discuss anticipated personal benefits
2 nd	Personal knowledge and competence mapping	Participants explore each other's personal interests and competences and identify anticipated personal added value
3 rd	Aim of the group, group roles, aspects of group work	Participants form groups, identify group roles as well as anticipated contributions and possible lack of roles and co-operation risks
4 th	Generating innovative ideas, aspects of shortlisting ideas	Groups produce the first idea drafts (who, what, how: target group, topic area, value creation)

SESSION 2 (21 October 2015, 13:00–17:00)

Preliminary tasks:

Groups contact and consult their mentors. They select the most viable of the first idea drafts and proceed to elaborate in detail (who, what, how), and prepare a presentation.

Hour	Topic, skills to be transferred	Assigned practical tasks
1 st	Clear understanding, representations and "selling" of the selected ideas	Groups present the ideas that they have selected and developed in detail
2 nd	Constructive analysis of ideas and presentations	Groups and facilitators provide feedback on the presentations (technique, comprehensibility, effect), and evaluate the ideas, helping their clarification with questions and providing new aspects for the feasibility of a given idea.
3 rd		
4 th	Deepening and systematisation of further aspects for the management of ideas (market, product, service, value creation)	Based on the new criteria, groups formulate questions for themselves to answer in order to further develop the idea



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SESSION 3 (18 November 2015, 13:00–17:00)

Preliminary tasks:

Groups consult their business mentors. They seek answers for questions regarding the realisation of the idea (stakeholder and market analysis, product definition, value creation process).

Hour	Topic, skills to be transferred	Assigned practical tasks
1 st	Deepening the practicability of the idea based on the criteria formulated by the groups	Groups consult each other in a facilitated setting and support each other in relation with stakeholder and market analysis, product definition and the value creation process
2 nd	Understanding the cash flow of the value creation process	Groups prepare a financial draft for realising the idea and for starting and maintaining the business, and they elaborate on their plans based on the business aspects that have emerged
3 rd		
4 th	Summarising the aspects of the pitch and closing presentation	Facilitators and groups collect the content items, success criteria and set of arguments of the presentations

SESSION 4 (2 December 2015, 13:00–17:00)

Preliminary tasks:

Groups consult their business mentors. They prepare a short pitch of the idea and a detailed closing presentation.

Hour	Topic, skills to be transferred	Assigned practical tasks
1 st	Groups' preparation for the closing presentation	Groups seek advice from each other and from the facilitators regarding their possible dilemmas and questions, and finalise their closing presentations based on the answers
2 nd		
3 rd	Pitches and closing presentations by the groups	Teams present the pitch and deliver their presentations aimed at starting the business to the jury consisting of the facilitators, practicing business people and potential investors
4 th	Evaluation of the pitches and closing presentations, providing feedback to the groups	The jury evaluates the ideas and provides the groups with feedback that they can utilise in practice on the ideas, the methods of realising them and personal roles



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