# Winter University 2017
## Course Syllabus: Startup Crash Course

### Week 1 January 2nd- 8th

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<tr>
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<tbody>
<tr>
<td>9:00</td>
<td>Arrival</td>
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<tr>
<td>9:00 - 10:30</td>
<td>Welcome breakfast and Introduction</td>
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<tr>
<td>10:30</td>
<td>Pitch feedback &amp; best practice</td>
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<tr>
<td>11:00</td>
<td>Startup myth busting I</td>
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<tr>
<td>11:00 - 12:30</td>
<td>The customer approach</td>
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<tr>
<td>11:30</td>
<td>Lunch</td>
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<tr>
<td>11:30 - 12:30</td>
<td>Group ex.: best practice pitch</td>
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<tr>
<td>12:30</td>
<td>Startup myth busting II</td>
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<tr>
<td>12:30 - 13:00</td>
<td>Individual ex.: chicken or egg?</td>
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<tr>
<td>13:00</td>
<td>Cultural session</td>
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<tr>
<td>13:00 - 14:00</td>
<td>Student idea pitch session</td>
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<tr>
<td>14:00</td>
<td>Cultural session</td>
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<tr>
<td>14:00 - 15:00</td>
<td>Idea game: how to come up with ideas?</td>
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<td>15:00</td>
<td>Cultural session</td>
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<tr>
<td>15:00 - 16:00</td>
<td>The concept of an MVP</td>
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<tr>
<td>16:30</td>
<td>Cultural session</td>
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<tr>
<td>16:30 - 19:00</td>
<td>Welcome Dinner at Filmbühne</td>
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### Week 2 January 9nd- 15th

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<tr>
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<tbody>
<tr>
<td>9:00</td>
<td>Product development and USP</td>
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<tr>
<td>9:00 - 10:30</td>
<td>Business Models</td>
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<td>10:30</td>
<td>The importance of the team</td>
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<td>11:00</td>
<td>Organisation, growth and pitfalls</td>
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<tr>
<td>11:00 - 12:30</td>
<td>Entrepreneur real talk!</td>
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<tr>
<td>11:30</td>
<td>Cultural session</td>
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<tr>
<td>11:30 - 12:30</td>
<td>Group ex. monetization models</td>
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<tr>
<td>12:30</td>
<td>Group dynamic role play</td>
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<tr>
<td>12:30 - 13:00</td>
<td>Startup toolkit</td>
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<td>13:00</td>
<td>Cultural session</td>
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<tr>
<td>13:00 - 14:00</td>
<td>USP game</td>
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<tr>
<td>14:00</td>
<td>Cultural session</td>
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<tr>
<td>14:00 - 16:00</td>
<td>Non-obvious business models</td>
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<tr>
<td>15:00</td>
<td>Cultural session</td>
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<tr>
<td>15:00 - 16:00</td>
<td>How to use your toolkit</td>
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<tr>
<td>16:30</td>
<td>Cultural session</td>
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<tr>
<td>16:30 - 19:00</td>
<td>Cultural session</td>
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### Week 3 January 16th-22nd

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<tr>
<td>9:00 - 10:30</td>
<td>Digital marketing &amp; sales</td>
<td>The bigger picture</td>
<td>Pitch practice I</td>
<td>Basic financials</td>
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<td>11:00 - 12:30</td>
<td>Group exercise: creating a campaign</td>
<td>Business canvas preparation</td>
<td>Pitch practice II</td>
<td>Game: income statement</td>
<td>No cultural program, so that students can potentially travel by themselves</td>
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<td>14:00 - 16:00</td>
<td>Campaign presentation</td>
<td>Business canvas discussion</td>
<td>Cultural session</td>
<td>Financial partners</td>
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<td>Ca. 16:30 - 19:00</td>
<td>Cultural session</td>
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### Week 4 January 23rd-29th

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<td>Sunday</td>
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<tr>
<td>9:00 - 10:30</td>
<td>Types of funding</td>
<td>Hot seat session I</td>
<td>Refine your business model</td>
<td>Final idea pitch to experts I</td>
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<tr>
<td>11:00 - 12:30</td>
<td>Types of investors</td>
<td>Hot seat session II</td>
<td>Refine your business model</td>
<td>Final idea pitch to experts II</td>
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<td>14:00 - 16:00</td>
<td>Game: in the shoes of an investor</td>
<td>Hot seat feedback</td>
<td>Cultural session</td>
<td>Free discussion &amp; next steps</td>
<td>Departure</td>
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<td>Ca. 16:30 - 19:00</td>
<td>Cultural session</td>
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<td>20:00 Farewell Party</td>
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Assessment information for students
Relevant for the assessment of this course:
- Attendance & attention
- Presentations during the course (marked **YELLOW**)
- Final pitch session in front of experts

Key readings for students

Week 1

Week 2
Business Model Generation – Alexander Osterwalder & Yves Pigneur
Business Model You: A One-Page Method For Reinventing Your Career – Timothy Clark

Week 3

Week 4
Slicing Pie: Funding Your Company Without Funds – Mike Moyer