INNOVATION BOOT CAMP
12 OCTOBER - 27 NOVEMBER 2020

ONLINE e-COURSE
BY HDM STUTTGART, HVA AMSTERDAM, AND KDG ANTWERP

Explore the landscape of Innovation and Entrepreneurship
WHAT IS THE INNOVATION BOOT CAMP?
The Innovation Boot Camp combines Design Thinking and Innovation in the framework of Entrepreneurship. Participants of the Short Term Program will have the unique opportunity to experience business-related models and search for creative and sustainable solutions that fit a world that is driven by new technology and innovation. During six weeks, distinguished lecturers from the Netherlands, Belgium and Germany will tutor and coach students from around the world in an intensive online study program. Participating students can earn 5 ECTS in the Innovation Boot Camp. The Innovation Boot Camp is a collaboration between Hogeschool van Amsterdam (HvA), The Netherlands, Karel de Grote University College (KdG), Belgium, and the Hochschule der Medien (HdM) Stuttgart, Germany.

WHAT IS THE PROGRAM?
The Innovation Boot Camp e-course is a combination of online tutoring moments, self study, coaching moments and hands-on assignments. Most assignments are made as a collaboration in groups, some other on an individual basis.
“The creative adult is the child who survived.”
- Ursula Le Guin
PRELIMINARY WORK
PRIOR TO THE BOOT CAMP
Home study and readings to be completed before kick off and attendance of the Boot Camp e-course.

BOOT CAMP
ONLINE COURSE (6 WEEKS)
The Innovation Boot Camp kicks off with an Ideation phase. All participating students will generate new creative ideas and pitch them on an idea market. In the next phase, multicultural and interdisciplinary teams will be formed and they will weekly develop the ideas further in their international mixed team, following the principles of Design Thinking. You will also learn how to dig deeper into your problem and target audience, as well as mastering prototyping techniques, and how to run the perfect pitch.

These groups will also get challenged to check the sustainability aspect of their product and their business model too. You will transfer your new innovative ideas in a viable business model. User-centered Problem Solving, Creative Ideation and Innovative Business Modelling do not just happen by chance – by applying the right methods and tools (e.g. Business Model Canvas) and following the principles of Design Thinking, you will develop them systematically.

POST COURSE WORK
AFTER THE BOOT CAMP
You will need to hand in your reflections on learnings and outcomes.

All groups will have to take their innovation idea through a 5 challenge Start-up Academic Seed Accelerator Program.
OVERVIEW: INNOVATION BOOT CAMP 12 OCT - 27 NOV 2020

YOUR ROADMAP – EARN 5 ECTS

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<tr>
<th>Week 0</th>
<th>Week 1 12-16 October</th>
<th>Week 2 19-23 October</th>
<th>Week 3 26-30 October</th>
<th>Week 4 9-13 November</th>
<th>Week 5 16-20 November</th>
<th>Week 6 23-27 November</th>
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<tbody>
<tr>
<td>Tutoring Mondays *</td>
<td>-</td>
<td>Kick off &amp; Welcome 2 hrs</td>
<td>Problem &amp; Persona 1,5 hrs</td>
<td>Prototyping 1,5 hrs</td>
<td>Sustainability 1,5 hrs</td>
<td>Business Model 1,5 hrs</td>
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<tr>
<td>Home study</td>
<td>Innovation Entrepreneurship Design thinking</td>
<td>Ideation</td>
<td>Persona Customer Journeys</td>
<td>Protoyping Validation</td>
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<tr>
<td>Assignments</td>
<td>Pre readings</td>
<td>Ideation</td>
<td>Value Proposition Canvas</td>
<td>Prototype</td>
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<tr>
<td>Coaching Thursdays *</td>
<td>-</td>
<td>Idea Market (1 slide) Group formation</td>
<td>Problem &amp; Persona (1 slide each)</td>
<td>Prototype feedback (1 slide)</td>
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Earn 5 ECTS for attendance, participation and assignments in the Boot Camp

* Tutoring Mondays and Coaching Thursdays will be held in the evenings (CET) because of time differences, and in order to allow the international and overseas group collaborations and online gatherings.
“Inspiration exists, but it has to find you working.”
- Pablo Picasso
INTERNATIONAL CONTEXT

The Boot Camp e-course is organised by three partner schools from Germany, The Netherlands and Belgium.

The aim is to create a group of 30 participants with different nationalities, education backgrounds, and expertise. Half of this group will be students from outside this partnerschool collaboration, so the group will also consist of participants from other (overseas) countries.

At HDM, HVA and KDG we believe that a good intercultural mix and a good representation of the world’s ecosystem is key to making meaningful innovation happen.

Applications are treated on a ‘first come, first serve’ basis.

If you like to take part of this Online Boot Camp, please do not hesitate to apply for your spot.

REMOTE BUT REAL INTENSE COLLABORATION

This Boot Camp is held in the form of an e-course because we want to give every student worldwide the opportunity to attend an experience with other international students.

A virtual mobility is the only way to deal with the uncertainties and boundaries that the COVID-19 has introduced to international student exchange and collaborations. Coming fall this Boot Camp will tackle these difficulties and 30 students with different international backgrounds will collaborate in this online Boot Camp.
WHAT ARE THE COSTS?
Participants need to take into consideration that they will be charged a small cost for the Boot Camp materials and resources.
Anticipated costs for the entire 6 week Boot Camp amount to approx. **50 EUR**. This includes a Boot Camp Starter Kit that will be sent to your home address.

HOW MANY CREDITS CAN I EARN?
Students can earn **5 credits** for attendance, participation and assignments in the Boot Camp.
A Transcript of Records will be issued by HVA and KdG for students participating in the Innovation Boot Camp.
Students are required to submit their post-course work and assignments by mid December 2020. Upon successful submission participants will receive a certificate of participation in the Innovation Boot Camp.
WHO CAN TAKE PART?

The Innovation Boot Camp is open to B.A. students from all subject areas.

HOW TO APPLY?

We encourage all students to apply for the Innovation Boot Camp.

Send your letter of motivation, CV and current transcript of records in English in one pdf file to g.h.bazen@hva.nl by September 15th 2020.

Please state in your application your home address for receiving your Boot Camp Starter Kit.

QUESTIONS?

All relevant information on the Innovation Boot Camp can be found on the website www.innovationbootcamp.eu

For further questions, please contact Gideon Bazen at HvA (g.h.bazen@hva.nl).

BY THE WAY

The Innovation Boot Camp will also take place in May 2021 at the Hochschule der Medien (HdM) in Stuttgart, Germany, and the Hogeschool van Amsterdam (HvA), The Netherlands.

For more information, please check out our university website. www.innovationbootcamp.eu