

# INNOVATION BOOT CAMP

4 MAY - 10 JUNE 2021

ONLINE e-COURSE

BY HdM STUTTGART, HVA AMSTERDAM, AND KdG ANTWERP



Explore the landscape  
of Innovation and Entrepreneurship



Amsterdam University  
of Applied Sciences

KdG

University of Applied  
Sciences and Arts

HOCHSCHULE  
DER MEDIEN

# EXPLORE THE LANDSCAPE OF INNOVATION AND ENTREPRENEURSHIP

## WHAT IS THE INNOVATION BOOT CAMP?

The Innovation Boot Camp applies Design Thinking and Innovation practices in the field of Entrepreneurship. With an emphasis on entrepreneurial ideas which support sustainable development goals.

Participants on the 6 week course, will have the unique opportunity to explore sustainable innovation and business-related models. To collaborate creatively, think about new technologies and apply design thinking techniques to come up with entrepreneurial solutions, for specific problems or challenges they would like to help solve in the world. During six weeks, distinguished lecturers from different countries will tutor and coach students from around the world in an intensive on-line study program. Participating students can earn 3 ECTS in the Innovation Boot Camp.

The Innovation Boot Camp virtual learning process, is a combination of online tutoring, self study, coaching and practical assignments. The assignments allow individuals to evolve their own thinking through co-creation with others, as well as develop their own capabilities and self-reflection.

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.





“The creative adult is the child who survived.”

- Ursula Le Guin



# THE BOOT CAMP PROGRAM IN A NUTSHELL



## e-COURSE OVERVIEW

### BOOT CAMP PRE-WORK

Introductory assignments to be completed before kick off session.

### BOOT CAMP ONLINE COURSE (6 WEEKS)

The Innovation Boot Camp kicks off with an Ideation phase in relation to entrepreneurial innovation. Participants will generate ideas and pitch them at an ideas market.

Participants will form diverse teams and develop their innovation project each week, applying the principles of Design Thinking. Teams learn how to define and clarify their problem – solution fit in relation to their target audience. How to develop prototyping practices to validate their problem – solution analysis, and how to pitch their ideas with impact.

There will be a focus on sustainable innovation and how to connect to bigger goals. Teams will explore how to position their ideas in a viable business model. Develop a systematic approach to problem solving, via User-centered Problem Solving, Creative Ideation, Innovative Business Modelling and Design Thinking techniques.

### POST COURSE WORK

Teams will review final pitch designs and provide learning reflections on the process of creating these. How they took their innovation idea through a 5 challenge Start-up Academic Seed Accelerator Program.

# OVERVIEW: INNOVATION BOOT CAMP 4 MAY - 10 JUNE 2021

## YOUR ROADMAP – EARN 3 ECTS

	Week 0	Week 1 4-6 May	Week 2 11 May	Week 3 18-20 May	Week 4 25-27 May	Week 5 1-3 June	Week 6 8-10 June
Coaching Tuesday* 20:00 (CET)	-	Kick off & Welcome	Team & idea (1 Slide) Sustainability	Sustainability concept (1 slide)	Persona & Prototyping (2 slides)	Busines Model ( 1 slide)	Final Presentation Shark Tank
Tutoring Thursday * 20:00 (CET)		Ideation		Persona & Prototyping	Business Model	Pitch Prcessing	After Party
Assignments	Personal Profile Persomal Idea	Team formation	Sustainability concept	Persona & Prototyping	Business Model	Pitch	Reflection
Home Study	Innovation Entrepreneurship Design thinking						

Earn 3 ECTS for attendance, participation and assignments in the Boot Camp

\* Tutoring Thursday and Coaching Tuesday will be held in the evenings 20:00 (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

# MAKING NEW FRIENDS, AND SHARING EXPERTISE

# EXPANDING HORIZONS

## INTERNATIONAL CONTEXT

The Boot Camp is designed to provide international networking opportunities for students using online creative collaboration tools. Building global learning networks will create long term value for those joining the program. The Bootcamp is organized by 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 partner school 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.

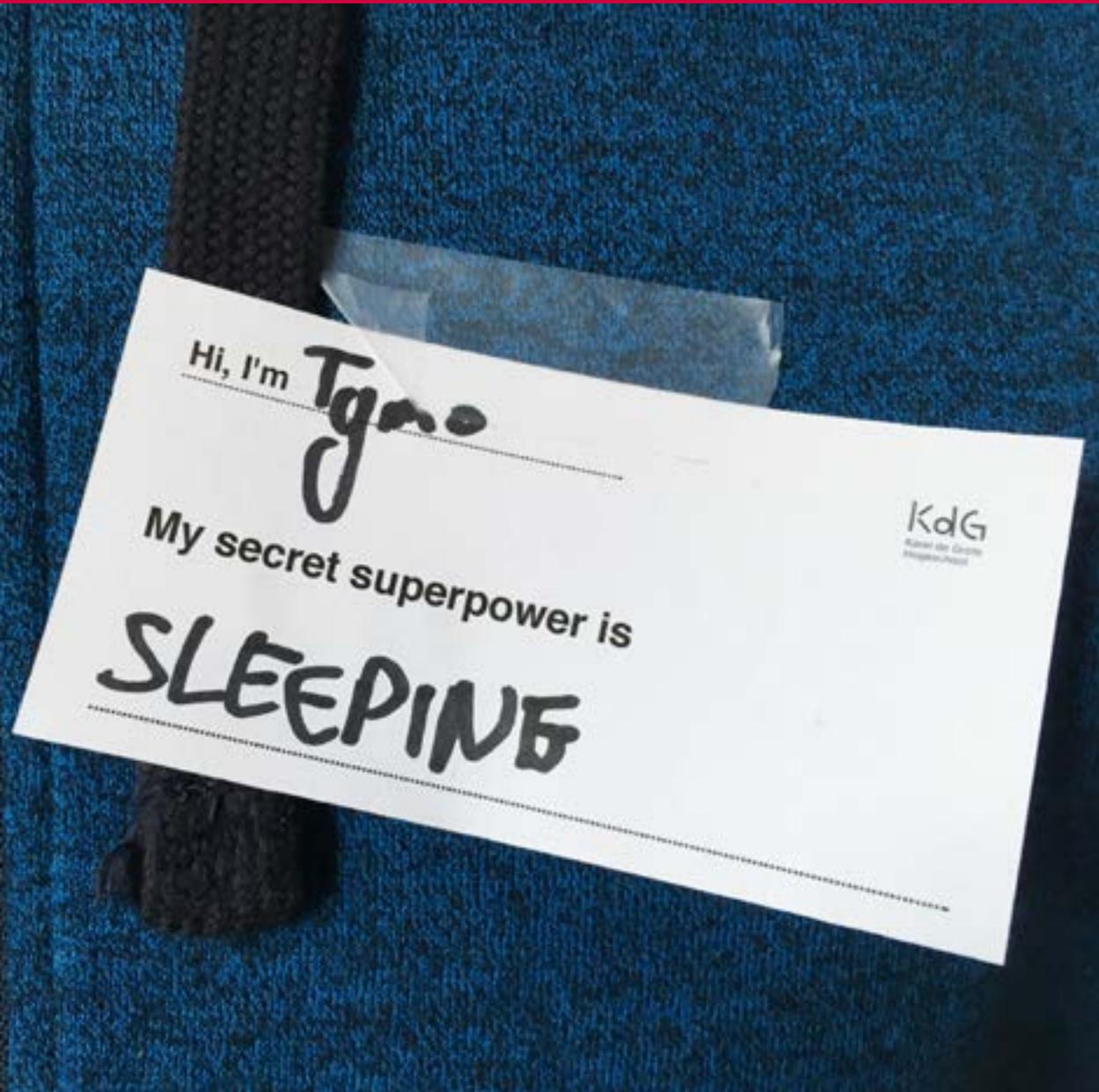
Applications are treated on a first come first serve basis. If you would like to take part in this Online Boot Camp, please do not hesitate to apply for your spot.

## 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.

Global on-line learning opportunities overcome the uncertainties and boundaries that the COVID-19 has introduced to international student exchange and collaborations.

## MAKING NEW FRIENDS GLOBALLY BY CO-CREATING AND SHARING EXPERTISE



# WHAT ABOUT THE PRICE, AND HOW MANY ECTS DO I GET?



## COSTS & EARNINGS

### WHAT ARE THE COSTS?

There are no costs for the entire 6 weeks Boot Camp .

### HOW MANY CREDITS CAN I EARN?

Students can earn 3 credits for attendance, participation and assignments on the Boot Camp

Mandatory Attendance for bi-weekly sessions, which includes being fully present on video (use of webcam is required to fully participate with others (networking, co-creating, collaborating on assignments)

Students are required to submit their post-course work and assignments by mid June 2021. Upon successful submission participants will receive a certificate of participation in the Innovation Boot Camp.

# WHO IS ELIGIBLE, AND HOW DO I ENROLL



# HOW TO SIGN UP

## WHO CAN TAKE PART?

The Innovation Boot Camp is open to undergraduate students or bachelor students. 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 by March 31th 2021 to

HvA International Office, [international.it@hva.nl](mailto:international.it@hva.nl)

or

HdM International Office, [international@hdm-stuttgart.de](mailto:international@hdm-stuttgart.de)

## QUESTIONS?

All relevant information on the Innovation Boot Camp can be found on the website [www.innovationbootcamp.eu](http://www.innovationbootcamp.eu)

For further questions, please contact HvA International Office at HvA, international.it@hva.nl).

For more information, please check out our university website. [www.innovationbootcamp.eu](http://www.innovationbootcamp.eu)