

Entrepreneurial Summer School

The Entrepreneurial Summer School of TecnoCampus is a **unique opportunity** to enhance and **train your entrepreneurial skills** in order to develop within 3 weeks your basic business project. You will receive a professionally designed training in business and entrepreneurship skills, touch first-hand successful global entrepreneurs and all that spiced with the nautical theme.

From your first day you will be **immersed in one of the most successful entrepreneurial ecosystems** in Europe. Apart from the formal in-class training you will be presented with unique opportunity to invest in your practical entrepreneurial skills through a series of events deeply rooted in the Mediterranean culture omnipresent in Catalonia's capital Barcelona.

Each participant, not only will receive hands-on experience of designing and creating a start-up but moreover, this experience will be filmed and produced within our University facilities.



Method of Assessment

The final grade will consist of the following items:

1. Hand in of a final presentation (30%)
2. Class Participation and classroom exercises (20%)
3. Final Presentation and Discussion (50%)

Absence Policy:

Absences	Penalization
Up to two absences of each consecutive 2 hours sessions	No penalization
Three – four (3-4) absences	1.5 point subtracted from the final grade (on a 10 point scale)
Five and more absences	The student receives an INCOMPLETE for the course grade

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Coordinators of the TecnoCampus Entrepreneurship Summer School.

Course Contents

SUMMER SCHOOL PRESENTATION

Timing: 03/07/2017, 9:00-10:00

Reception and registration

Course description: content, methods, guidelines for essays, organization of groups for group assignments etc.

Opening Session

SESSION 1. Who is an entrepreneur?

Timing: 03/07/2017, 10:15-12:45

1. Entrepreneurial skills: innate or acquired. The role of human capital in the entrepreneurship process (Martin et al. 2013)
2. The psychology of opportunity pursuit (Gaglio and Katz 2001).
3. Entrepreneurial Experiment

References:

Core readings:

Gaglio, C. M., and Katz, J. A. (2001). "The Psychological Basis of Opportunity Identification: Entrepreneurial Alertness." *Small Business Economics*, 16, 95-111.

Martin, B. C., McNally, J. J., and Kay, M. J. (2013). "Examining the formation of human capital in entrepreneurship: A meta-analysis of entrepreneurship education outcomes." *Journal of Business Venturing*, 28(2), 211-224.

Complementary readings:

Tang, J., Kacmar, K. M., and Busenitz, L. (2012). "Entrepreneurial alertness in the pursuit of new opportunities." *Journal of Business Venturing*, 27(1), 77-94.

Kirzner, I. (1999). "Creativity and/or Alertness: A Reconsideration of the Schumpeterian Entrepreneur." *The Review of Austrian Economics*, 11(1-2), 5-17.

Week 1: INNOVATION WEEK

SESSION 2 – Innovation applied to the conception of new services/products

Timing: 04/07/2017, 9:00-12:45

1. Innovative solutions for real problems.
2. Innovation tool: Empathy map.
3. Innovation tool: Knowledge Stock.
4. Idea generation.

References:

Core readings:

OSTERWALDER A. & PEIGNER, Y. (2010) Business Model Generation: a handbook for visionaries, game changers and challengers. Wiley published.

Brown, Tim (2008). Design Thinking: Thinking like a designer can transform the way you develop your products, services, processes- and even strategy. Harvard Business Review.

Complementary readings:

How to Use Persona Empathy Mapping (Knox, 2014).

Gamestorming: A Playbook for Innovators, Rulebreakers, and changemakers (Gray, 2010).

SESSION 3 - The philosophy of innovation from a human behavioral perspective

Timing: 05/07/2017, 9:00-12:45

1. Applying “Design Thinking” methodology to the innovation process
2. The concept of “client’s insight” and methods to discover insights
3. Ethnographic tools to understand what are clients’ needs
4. Innovative methodologies based on human observation
5. Idea generation. Divergent and convergent processes.

References:

Core readings:

Rosenthal, S.R. and Capper, M. (2006). Ethnographies in the Front End: Designing for Enhanced Customer Experiences. Journal of Product Innovation Management 23(3):215–237

Beckman, S.L. and Barry, M. (2007) Innovation as a Learning Process: Embedding Design Thinking. California Management Review, 50, 25–56

Brown, Tim (2009). Change by Design. How design thinking transforms organizations and inspires innovation. Harper Business. Nueva York. <http://tinyurl.com/oljttez>

Brown, Tim (2008). Design Thinking: Thinking like a designer can transform the way you develop your products, services, processes- and even strategy. Harvard Business Review.

SESSION 4 – Visual Thinking

Timing: 06/07/2017, 9:00-12:45

We live in times where technology converges with opportunities and people. People may have unresolved needs or it may happen that with the advent of new technologies and the changing pace of society, these needs are transformed into others. Finding new opportunities helps us to provide solutions to needs and solve small everyday situations. In this workshop we will face the challenge of integrating persons / needs and opportunities.

The workshop includes a Guide tour of the Incubio Incubator:

<http://incubio.com>



Incubio is a start-up incubator that helps entrepreneurs to develop big ideas; founded in Silicon Valley in 2011 is now operating in Barcelona. They are specialized in early stage projects that use Big Data to offer business processes as a service. They guide entrepreneurs throughout the entire process of creating a business, from the idea stage to building a viable product and accessing finance.

Where?

Canodrom Creative Research Park
 c/ Concepción Arenal, 165 08027 Barcelona

SESSION 5 – Using Game Theory to build a stronger Value Proposition

Timing: 07/07/2017, 9:00-12:45

1. From innovative dynamics to a structured Value Proposition
2. Nash Equilibrium, Pareto improvements and Value Proposition
3. Application of game theory to real life example
4. Workshop: Applying GT to your idea.

Blank. S & Dorf. B. (2012). The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company.

Gibbons, Robert. *A primer in game theory*. Harvester Wheatsheaf, 1992.

Dean, Thomas J., and JEFFERY S. MCMULLEN. "MARKET FAILURE AND ENTREPRENEURIAL OPPORTUNITY." *Academy of Management proceedings*. Vol. 2002. No. 1. Academy of Management, 2002.

Week 2: A primer to an Entrepreneurial project through Lean Methodology

SESSION 1 – Main features of a real Business Opportunity

Timing: 10/07/2017, 9:00-12:45

1. Business Opportunity versus Investment Opportunity
2. Qualitative and Quantitative market segmentation
3. Type of customers: One shot vs multiple interactions
4. Business models and Revenue Models

References:

Core readings:

OSTERWALDER A. & PEIGNER, Y. (2010). *Business Model Generation: a handbook for visionaries, game changers and challengers*. Wiley published.

Blank. S & Dorf. B. (2012). *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*

SESSION 2 – Lean Startup Methodology

Timing: 11/07/2017, 9:00-12:45

1. The Business Model Canvas
2. Lean startup methodology
3. Example of real company test of hypotheses following lean methodology

Blank. S & Dorf. B. (2012). *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*

Complementary readings:

Ries, E. (2011). *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*

SESSION 3 – Team, Motivation and Entrepreneurship

Timing: 12/07/2017, 11h-13h



Team Building: Cook, Eat and enjoy paella!

Where?

Plaça de Cuba Market
08301 Mataró

www.mercatcuba.com

Timing: 14/07/2017, 18h45-23h

Team Building: Human towers workshop

Where?

Colla Castellera
Capgrossos de Mataró
Pasaje Mariona Galindo i Lora, 1
08301 Mataró

<http://www.capgrossos.cat/>

The human towers workshop is a useful tool that will allow participants to earn a practical experience of personal growth linked to work, commitment and solidarity. Human towers stand as a Catalan genuine expression of teamwork. Participants will approach the human towers tradition while developing different aspects that can be applied to the organisation of companies or working teams.



The workshop's conceptual and time scheme is as follows:

- Presentation of the human towers tradition and the Capgrossos de Mataró team.
- Explanation of the core values in human towers.
- Practical exercises (Getting to know the tower, creating the ground floor pack, exercises to trust the team mates).

SESSION 4: Lean Startup application to your project

Timing: 13/07/2017, 9:30-13:00h

How to start your business with 10€ or less with David Gómez, CEO Geemba, first platform to practice sport by hours: <http://geemba.com/>

Do you want to go from an idea to sales in just a few days? Do you want to learn how not to waste money in the process? We live in times where it's frequent to start a company by first building a website or a mobile app.

People spend lots of resources to create something without ensuring first whether someone will buy it or not. We are here to reduce that uncertainty.

This workshop is designed to help you change your mind set and create a lasting business. Using a Lean Start-up approach you will learn how to validate your business idea with a limited budget and with exactly zero lines of code.

Where?

TecnoCampus
Innolab, TCM1

SESSION 5 - Presentation and Feedback

Timing: 14/07/2017, 9:30-13:00h

Each student (or group) will present the following elements of his project:

- Value Proposition
- Segments of Clients
- Business Model
- Revenue Model

A committee of experts will give feedback to each student/group.

At the end students will receive the Diploma correspondent to 4 credits ECTS with a mention on INNOVATION.

Week 3: Entrepreneurship - The Business Plan

SESSION 1 - Marketing Plan and Marketing Budget

Timing: 17/07/2017, 9:00-12:45

1. Marketing strategy: an overview
2. Segmentation, Positioning
3. Workshop- Specific marketing strategies and marketing budget construction
4. Tutorship

References:

Core readings:

Kotler, P. (2011) Strategic Marketing Management

Complementary readings:

Bell, David (2014). Location is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop, and Sell in the Virtual One. Amazon Publishing

Khan, Barbara (2014) Global Brand Power. Wharton Digital Press

Fader Peter (2014) Customer Centricity: Focus on the Right Customers for Strategic Advantage (Wharton Executive Essentials). Wharton Digital Press

SESSION 2 - Constructing the Operation Plan and a Basic Financial Plan

Timing: 18/07/2017, 9:00-12:45

1. Constructing a Operation Plan for your Startup
2. Macro Process and Micro Processes
3. Constructing a Basic Financial Plan for your Startup
4. Workshop to prepare the last presentation

References:

Core readings:

Copeland, T., Koller, T., Murrin, J. (2005) Valuation: Measuring and Managing the Value of the Companies.

Berkery, D (2007). Raising Venture Capital for the Serious Entrepreneur.

Complementary readings:

Wilderming, A. Term Sheets & Valuations (2006): A Line by Line Look at the Intricacies of Venture Capital Term Sheets & Valuations

SESSION 3 – 101 Sales, with Alex Rodríguez Bacardit CMO & Co-founder MarsBased

Timing: 19/07/2017, 9:30-13h

This sales workshop is oriented to explore the value proposition, the market research, and the creation of a landing page for your business. Students will also learn to produce e-mailing templates and will be introduced to sales creative techniques.

In collaboration with:

MOB Makers
of Barcelona

Where?

Makers of Barcelona
C/ Bailén 11, baixos
Barcelona

SESSION 4: How to communicate effectively your project

Timing: 20/07/2017, 9:00 - 12:45

1. *Elements of an effective communication (Theory - 1h)*
2. *Elements of an effective communication (Practice - 1h)*
3. *Final tutorship on the content of the presentation (1 hour)*
4. *Autonomous work*

SESSION 5 (Final presentations – committee evaluation)

Timing: 21/07/2017, 9:00-12:45

A committee composed of 4 experts will evaluate students' presentation.

Each student (or group) presents during seven minutes plus three minutes dedicated to committee questions and feedback. Presentations will be recorded, edited and sent to each student/group. At the end of the presentations, the final diploma ceremony (Diploma in entrepreneurship, 2 ECTS) will take place and refreshment will be offered.