

Experience Entrepreneurship. An intensive introduction.

Venue: TAKEOFFANTWERP_, Kleine Kauwenberg 19, 2000 Antwerp

Date	Hour	Topic	Who
Monday 19 August	8:30-9:00	Welcome & coffee	
	9:00-10:00	Introduction and practical arrangements	
	10:00-11:15	Introduction on entrepreneurship, vocabulary, ...	Inge Verhaegen (Artesis Plantijn University College)
	11:30-12:30	Introduction to summer school Canvas	Nick Janssens (Verhaert)
	13:30-17:00	Group work activities - Introduction	
Tuesday 20 August	9:00-12:30	Session 1: Ideation and problem statement	Alexis Jacoby (University of Antwerp)
	13:30-17:00	Session 2: Intellectual Property and Fit of technology	Johan Braet (University of Antwerp)
Wednesday 21 August	9:00-12:30	Session 3: Market research	Chris Hall (Nottingham Trent University, United Kingdom)
	13:30-15:30	Group dynamics, teamwork and brainstorming	Eddy Van Hemelrijck (Karel de Grote University College)
	15:30-17:00	Group work activities	
Thursday 22 August	9:00-12:30	Session 4: Business modelling and marketing	Magnus Klofsten (University of Linkoping, Sweden)
	13:30-17:00	Business modelling and marketing	
Friday 23 August	8:30-12:30	Session 5: Product definition, added value and pricing. @ Verhaert, Kruike	David Pas (Verhaert). Meeting point: TAKEOFFANTWERP_ at 08:15 sharp.
Venue: Verhaert, Kruike	13:30-18:00	Consultancy on group works and pitching session	
Saturday 24 August		Social activities: optional	
Sunday 25 August		Social activities: optional	
Monday 26 August	9:00-12:00	Session 7: Financial plan and budgetting	Sven De Vocht (Flanders' Chamber of Commerce and Industry)
	PM	Group work activities: briefing idea owners	
Tuesday 27 August	9:00-12:30	Session 6: Partners	Johan Braet (University of Antwerp)
	13:30-17:00	Group work activities: financial plan and budgetting	Sven De Vocht (Flanders' Chamber of Commerce and Industry)
Wednesday 28 August	9:00-10:30	Session 8: valuation + what's next?	Johan Braet (University of Antwerp)
	10:30-11:15	The role of cities in boosting entrepreneurship	Marie Schoeters (City of Antwerp)
	11:30-12:30	How to present your business case?	Bart de Jong (TU/Eindhoven Innovation Lab, the Netherlands), Jasmine Meysman (University of Antwerp)
	PM	Group work activities: preparation final presentations	
Thursday 29 August	AM	Group work activities: preparation final presentations	
	13:00-16:00	Visit Antwerp Diamond District	Meeting point: TAKEOFFANTWERP_ at 13:00 sharp. No jeans, no sneakers.
Friday 30 August	AM	Group work activities: preparation final presentations	
	14:30-17:00	Final presentations and evaluations	Martin De Prycker (QBic Fund), Jos Smeets (University of Antwerp), tbc
	Evening	Farewell reception and dinner	