

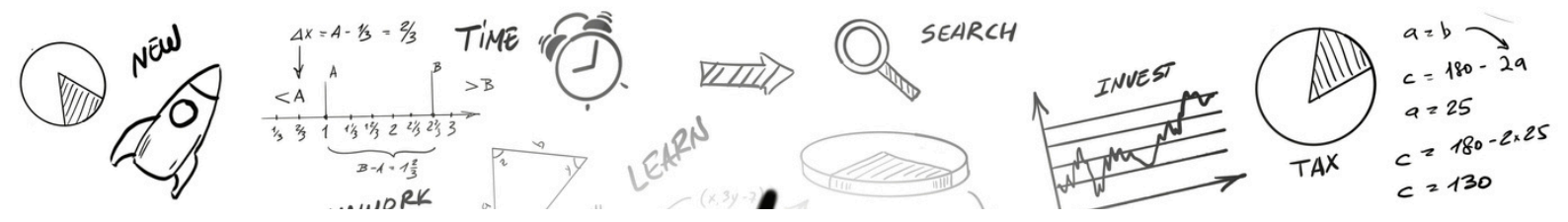
Infopack



Entrepreneurship Bootcamp

Berlin, Germany

| 28 Jul - 3 Aug 2024



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Destination: Berlin!

Berlin is not only the capital of Germany but also the **third-largest startup hub in Europe**.

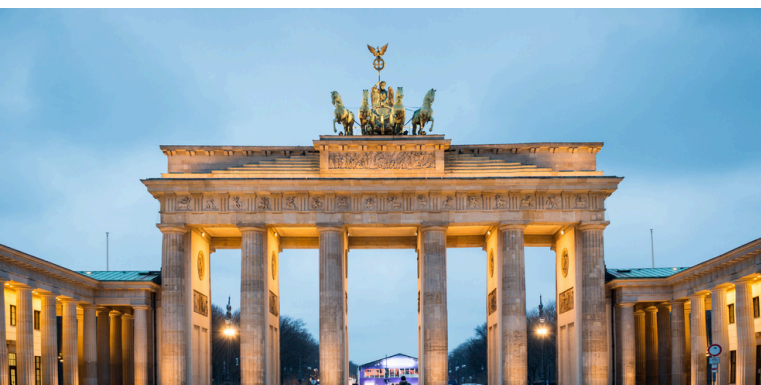
Known as "Silicon Allee" for its vibrant startup ecosystem, Berlin hosts **over 3,000 startups** spanning tech, fintech, and creative industries, supported by a vast network of co-working spaces, accelerators, and venture capital firms. **It's the perfect environment for aspiring entrepreneurs!**

Beyond its entrepreneurial appeal, Berlin offers a unique blend of **historical significance, cultural diversity, and cutting-edge innovation**. The city is renowned for its striking contrasts, where historical buildings stand alongside modern architecture, seamlessly blending the past and present.



Berlin's historical legacy is marked by events such as the fall of the Berlin Wall and World War II, with iconic landmarks like the **Brandenburg Gate** and the **Berlin Wall Memorial**. The city's cultural diversity is evident in its thriving arts scene and renowned institutions. Precious artifacts from all over the world are showcased at **more than 170 museums**, some of which can be found on the internationally renowned Museum Island.

This dynamic blend of resources, investment opportunities, and rich cultural experiences makes Berlin an exceptional location for entrepreneurial growth and development!



Learning Outcomes

You will...

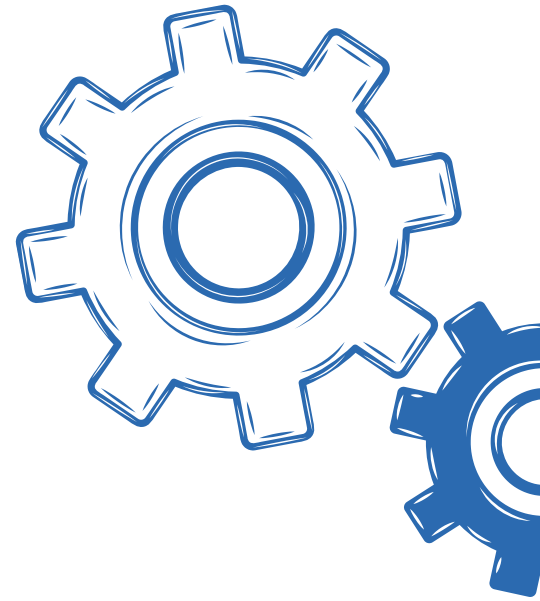
-  **1 Take the initiative** by actively facing challenges, solving problems, and seizing opportunities to create value.
-  **2 Cope with uncertainty** and **ambiguity** by finding ways of taking action even when missing information.
-  **3 Gain decision-making skills** by developing a business plan that anticipates and includes change during the value-creating process.
-  **4 Work with others** by building a team based on the individual knowledge, skills, and attitudes of each member.
-  **5 Mobilize** others by communicating the vision venture in a way that inspires and persuades external groups.
-  **6 Spot opportunities** by using knowledge and understanding of the context to create opportunities to create value
-  **7 Determine** how pursuing opportunities will impact me, my team, my target group, and the local community.

Methodology

EucA's way

At EucA, we specialize in making learning fun and engaging for students! Our approaches include **hands-on** projects, **non-formal education**, and **multidimensional trainings**.

The goal? To carry out **holistic international experiences** for students at every step of their careers and academic lives!



Experiential Learning

Immerse yourself in a **practical experience** through interactive lectures, workshops, and visits to startups and professionals!



Problem-based learning

Dive into real-world challenges and opportunities! You will learn about market research and prototyping, taking part in an environment where solutions are crafted through **active problem-solving**.



Skills development

Participate in **collaborative group activities** and challenge your comfort zone. We don't just talk about the steps to success; we explore them in real settings with real people!



Social sector engagement

Delve into **firsthand insights** and **inspirational conversations** with experts within the social sector. You will enrich your understanding of social entrepreneurship and its applications for driving **positive impact**.

Training Activities

This Entrepreneurship Bootcamp contains 25 training hours including:

- 1 ONBOARDING EXPERIENCE:** An online **onboarding** experience on **Tuesday 16 July at 17:00**.
- 2 TALK WITH EXPERTS:** **Inspiring testimonials** from entrepreneurs about their journey, overcoming challenges, misconceptions, and what is needed to succeed.
- 3 IN-SITE VISITS:** Networking with **professionals** in Berlin's vibrant startup ecosystem.
- 4 CULTURAL ACTIVITIES:** EucA **cultural activities** about the history and culture of Berlin
- 5 EUCA TRAINING:** EucA **training** and **group workshops**
- 6 BUSINESS MODEL PITCHES:** **Pitching and demo session** with a panelist of experts.

Onboarding session

Get ready with us and join the onboarding session.
Don't miss this opportunity to ask your questions and say hello!

Date & Time: 16 July 2024, 17:00 CET

Link: <https://us06web.zoom.us/j/81085425941?pwd=sQ5M7I2jufmxGBUuwqEfZGrX9bb0D.1>

Speakers



Emilia Knops

Impact Consultant & Social Entrepreneur,
CEO of Hilo Sagrado



<https://www.linkedin.com/in/emilia-knops/>

WHEN: Tuesday 30 July, 10:00 – 12:00

TOPIC: “Ingredients for an Impactful Project”

DESCRIPTION: Emilia will focus on “Mental Training” for young entrepreneurs, addressing fears and internal “monsters.” Her session includes a personal and brand presentation, key points on achieving success and facing fears, and a 20–25 minute workshop on the “monsters” of entrepreneurship.



Jenny Rode

Coach & Speaker,
Director of Jenny Rode Consulting



<https://www.linkedin.com/in/jenny-rode-consulting-0b535011b/>

WHEN: Thursday 1 August, 12:00 – 13:00 (Online via Zoom)

TOPIC: “Courage & Curiosity in the Entrepreneurship Journey”

DESCRIPTION: Jenny will emphasize the courage and bravery needed in decision-making. Her session includes a personal and brand presentation, an initial questionnaire with an explanation of the results, and a comprehensive Q&A session.

Speakers



Rotem Carmely

Director of Education and Growth at [WaveMakers.io](https://www.wavemakers.io)



<https://www.linkedin.com/in/rotem-carmely/>

WHEN: Thursday 1 August, 14:00 – 16:00

TOPIC: “How to deal with uncertainty and imposter syndrome”

DESCRIPTION: Rotem will address the challenges of imposter syndrome in entrepreneurship. Her session includes a personal and brand presentation. Further details are pending and will be provided by the end of the week.



Alice Sofie Schroeder

Founder & CEO of Stealth Startup,
Social Entrepreneur & Business Development



<https://www.linkedin.com/in/alicesofieschroeder/>

WHEN: Friday, 2 August, 09:00 – 11:00

TOPIC: “Co-creating Impact Business Models and Effective Pitching”

DESCRIPTION: In this engaging session, participants will first hear from an experienced entrepreneur about her journey, focusing on implementing impact business models and how to co-create innovation with partners. The second part of the session will be an interactive workshop where participants will practice their business model pitches and receive quick, constructive feedback to help refine their presentations for the Final Ceremony. Join us for a blend of valuable insights and hands-on practice to boost your entrepreneurial skills

In-site visits

Immerse yourself in Berlin's social entrepreneurial scene!

■ Visit ProVeg Incubator:

WHEN: 30 July, 14:00 – 16:00

WHERE: Genthiner Straße 48, Berlin

TOPIC: Discover how incubators support the startup ecosystem!

ABOUT:

ProVeg Incubator is the world's leading incubator for plant-based, fermentation and cultivated food startups shaping the future of the food industry.

■ Visit Avant Now:

WHEN: 1 August, 09:00 – 11:00

WHERE: Rheinsberger Str., Berlin

TOPIC: Explore the inner workings of a real startup accelerator!

ABOUT:

Avant Now is an innovation hub dedicated to fostering innovative, tech-based solutions to pressing societal and environmental challenges

Cultural activity

DATE: Monday, 29 July 2024

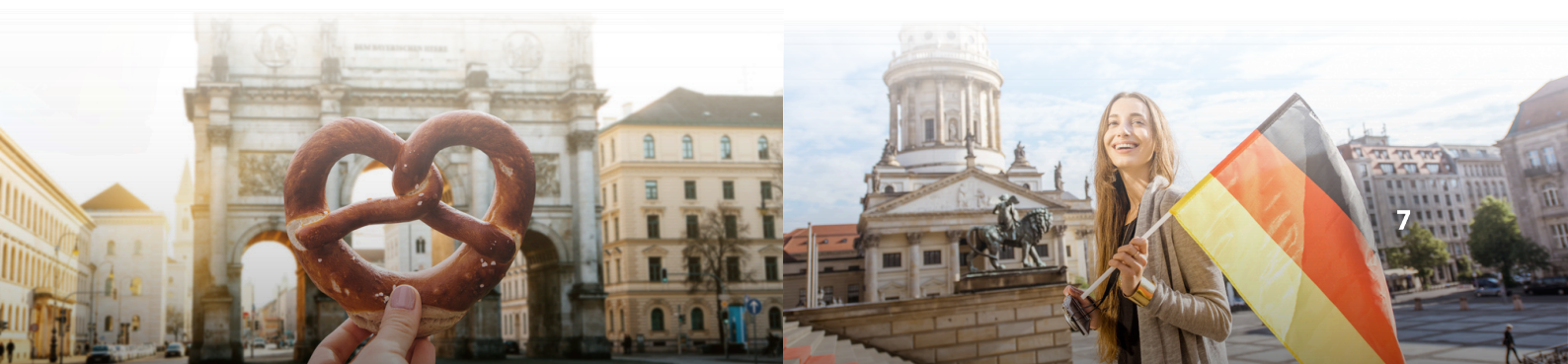
TIME: 09:00 CET

Explore Berlin's rich heritage and contemporary vibe!

Discover the top 5 monuments and institutions representing the heart of Berlin and uncover their **history and significance** alongside your peers. Culture, history, fine arts, economy, science... Berlin has it all! So hop on the tour and get ready to gain fresh perspectives on Germany's most eminent city!

Thanks to EucA's immersive approach, you will also put into practice soft skills such as **public speaking** and **active listening**. *How?* Defend a cultural topic on your own and leave an impact on your colleagues!

Gain new insights, uncover Berlin's history, and feel the true Berliner spirit.





EucA Training

Groupwork session



Session 0

28 July, 17:00 – 18:00

Kick-Off Activity and Introduction to Fundamental Social Entrepreneurship Principles

Introduce the **basic entrepreneurship principles**, providing a solid foundation and ensuring a unified starting point for creating impactful and sustainable business solutions.



Session 1

29 July, 16:30 – 18:30

Introduction to Design Thinking, Problem Identification and Effective Validation

Initially, this session will set up the **methodology of the working group sessions** of the bootcamp, and **establish the teams** for the group work sessions. It will be followed by introducing participants to **problem identification and effective validation techniques**, conducting idea voting, and effectively **validating their ideas through real-world interactions**.



Session 2

30 July, 16:30 – 18:30

Market Research

To guide participants in **market segmentation**, defining **core competencies**, and **quantifying their value proposition** to enhance their business strategy.

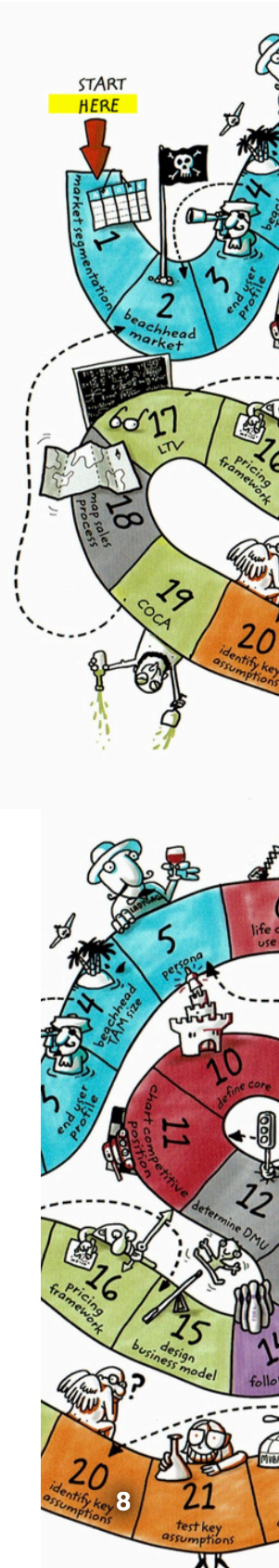


Session 3

1 August, 16:30 – 18:30

Developing a Sustainable Business Model and Creating Your Minimum Viable Product (MVP)

To equip participants with **essential skills in pricing, customer acquisition, distribution strategy, MVP development**, and decision-making processes like pivoting or persevering in entrepreneurship.



Business Pitches

Closing Ceremony

DATE: Friday, 2 August 2024

TIME: 11:30 CET

Present your ideas to a panel of entrepreneurs and academics!

Show up your new skills with the **Entrepreneurship Bootcamp pitching and demo session**. You and your team will **pitch your business idea**, discuss market sizes, determine competitors, highlight solutions, find revenue models, structure team competencies, and pinpoint potential exits. All of this followed by a Q&A and feedback session with a panel of experts and professionals!

You will **feedback and guidance** on your startup ideas and define crucial next steps, receiving information on topics such as customer acquisition costs and lifetime value.

And after your pitch... the party is not over! Get yourself ready to **network and connect** with panelists and guests. **Become inspired and put your ideas into motion!**



Agenda

28 July – 3 August 2024

Event of 7 days, 6 nights.

Sunday, 28 July	
All day	Arrivals
17:00 – 18:00	Welcome: Introduction to Entrepreneurship principles
From 18:00	Free time

Monday, 29 July	
07:00 – 08:00	Breakfast (included)
09:00 – 12:30	Walking tour
12:30 – 15:00	Lunch (included)
15:00 – 16:30	Expert Talk by Viktoría Trosien (CEO & Founder of Avant Now) Topic: <i>Social problem identification and effective validation</i>
16:30 – 18:30	EucA training Topic: <i>Introduction to Design Thinking, Problem Identification and Effective Validation</i>
18:30 – 20:30	Dinner (included)
From 20:30	Free time


Tuesday, 30 July

07:00 – 08:00	Breakfast (included)
10:00 – 12:00	Expert Talk by Emilia Knops (CEO of Hilo Sagrado) Topic: <i>Ingredients for an impactful project</i>
12:00 – 14:00	Lunch (included)
14:00 – 16:00	Onsite Visit to Startup Accelerator “ ProVeg Incubator ” Topic: <i>How a Startup Incubator works & how they support the startup ecosystem</i>
16:00 – 16:30	Short break
16:30 – 18:30	EucA training Topic: <i>Market Research</i>
18:30 – 20:30	Dinner (not included)
From 20:30	Free time

Wednesday, 31 July

07:00 – 08:00	Breakfast (included)
10:00 – 18:30	Free day
18:30 – 20:30	Dinner (not included)
From 20:30	Free time




Thursday, 1 August

07:00 – 08:00	Breakfast (included)
08:00 – 12:00	Onsite Visit to Startup Accelerator “ Avant now ” Topic: <i>Discover the inner workings of a startup accelerator</i>
12:00 – 13:00	Expert Talk by Jenny Rode (Entrepreneur, Coach, Consultant & Speaker) Topic: <i>Courage & Curiosity in the Entrepreneurship Journey</i>
13:00 – 14:00	Lunch (included)
14:00 – 16:00	Expert Talk by Rotem Carmely (Head of Education & Growth at WaveMakers) Topic: <i>How to deal with uncertainty and imposter syndrome</i>
16:00 – 16:30	Short break
16:30 – 18:30	EucA training Topic: <i>Developing a Sustainable Business Model and Creating your Minimum Viable Product (MVP)</i>
18:30 – 20:30	Dinner (not included)
From 20:30	Free time


Friday, 2 August

07:00 – 08:00	Breakfast (included)
09:00 – 11:00	Expert Talk by Alice Schroeder (Social Entrepreneur & Founder of Stealth Startup) Topic: <i>Co-creating Impact Business Models and Effective Pitching</i>
11:00 – 11:30	Break
11:30 – 13:30	Business Model Pitches: Bring it all together – From Idea to Prototype
13:30 – 14:30	Lunch (not included)
14:30 – 18:30	Free afternoon
18:30 – 20:30	Dinner (included)
From 20:30	Free time

**Saturday, 3 August**

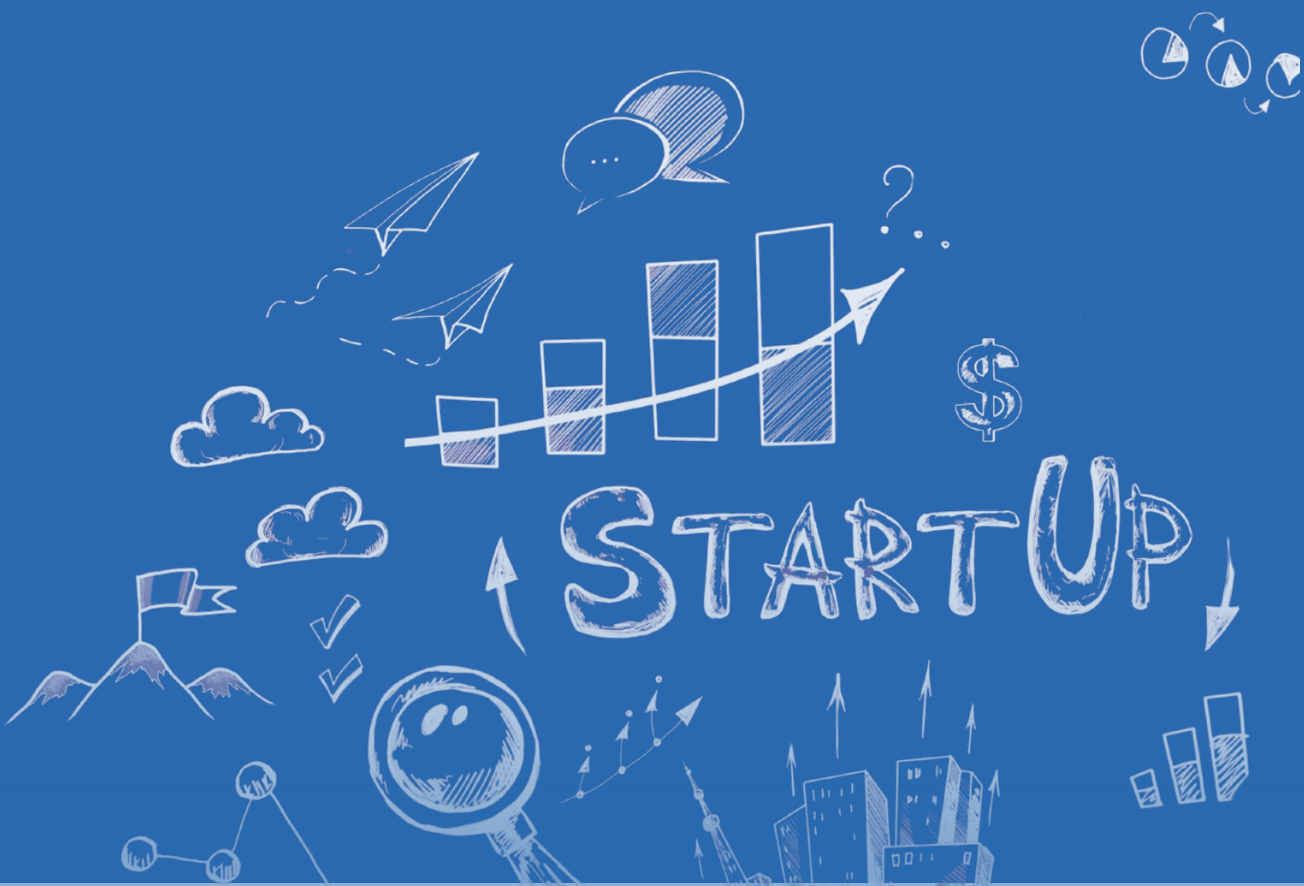
07:00 - 08:00

Breakfast (included)

All day

Departures

For updates on the agenda, visit
euca.eu/entrepreneurship-bootcamp



Logistics Accommodation & Meeting point

Name hostel:

St Christopher's Berlin Mitte

[Our Mitte Hostel, Berlin | St Christopher's Inns](#)

Address hostel:

Ziegelstraße 28, 10117 Berlin

[Germany St Christopher's Inn Berlin Mitte](#)

Details:



Check-in time availability of the hostel: **starts at 15:00**
Check-out: **at 11:00**

Room description:



Private Dorms ensuite, from 4-6 beds each, and bathroom inside the room.

[Folder with hostel room pics](#)

Utilities of the rooms:



- Bed linen included
- Hairdryer included
- Towels are not included but can be rented for 3,50 EUR
- Lockers are not included, but they can be rented. We highly recommend you bring your own

Logistics Local Transport

You will be provided with a 7-day unlimited travel ticket*.

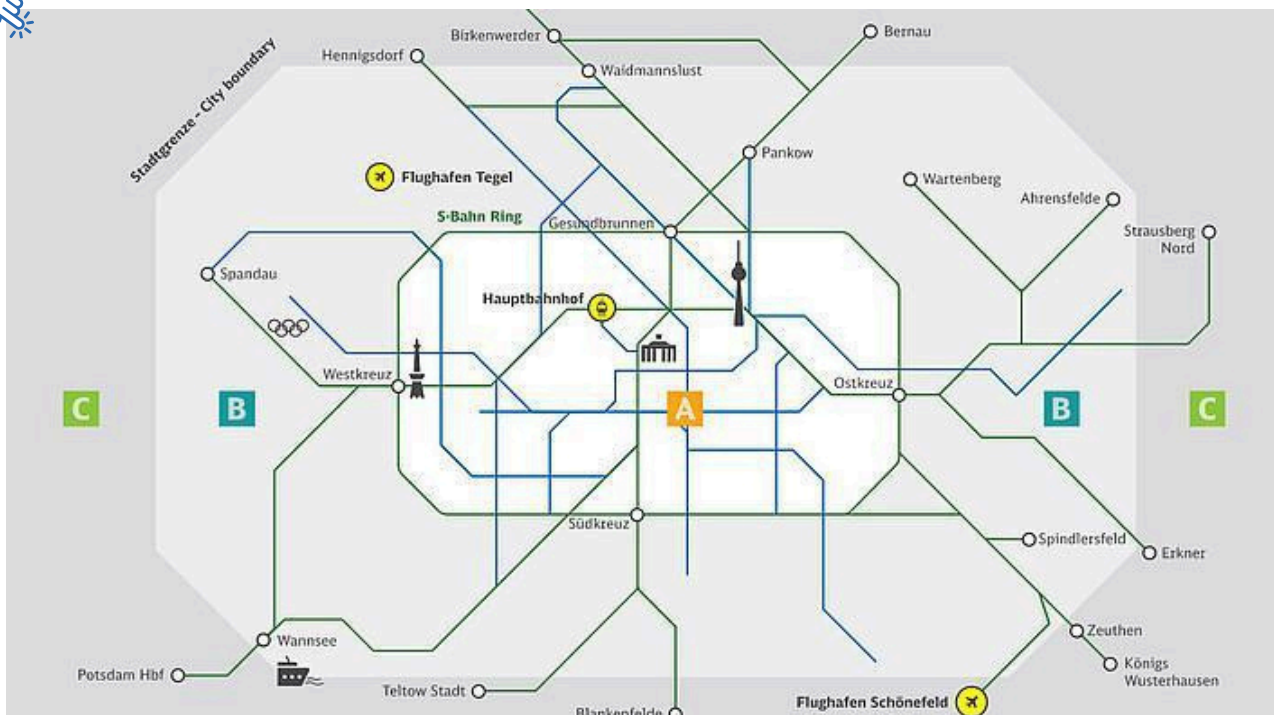
This ticket:

- Gives you **24/7 access** to the public transport system in Berlin
- Is valid for **all public transport services** (S-Bahn, U-Bahn, regional train, tram, ferry and bus) in the selected zones
- Is valid **only** for [Berlin AB fare zones](#)
- Its validity begins at 00:00 on the first day printed on the ticket and ends at 24:00 on the seventh day.

* EucA trainers will provide you your ticket the first day of the event
Remember to validate the ticket before use.



Berlin lines.



How to get to the hostel (I)

From Berlin Brandenburg Airport (by train):

Get your **ABC ticket** and validate it before the journey starts on the ticket counters (small yellow machines)

- 1 Go downstairs to the **Berlin Airport BER (T1/2) Airport train station**
- 2 Catch the **RE8** towards **Wittenburge**, Bahnhof or the **RB23** towards **Potsdam**, Golm Bhf to Bahnhof Berlin Friedrichstraße
- 3 Walk north on Friedrichstraße towards Am Weidendamm (about 7 mins)
- 4 Turn right onto Ziegelstraße.
- 5 Walk west on Ziegelstraße towards St Christopher's Inns Berlin Mitte (50 meters)

or

- 1 Take **FEX** (Flughafen Express) towards S+U Berlin Hauptbahnhof (Tief)
- 2 Change at **Ostkreuz** to the **S7** towards S Potsdam Hauptbahnhof
- 3 Get off the S7 at **Bahnhof** Berlin Friedrichstraße
- 4 Walk north on Friedrichstraße towards Am Weidendamm (about 7 mins)
- 5 Turn right onto Ziegelstraße.
- 6 Walk west on Ziegelstraße towards St Christopher's Inns Berlin Mitte (50 meters)

[Here is the link on Google Maps](#)

How to get to the hostel (II)

Train from Hauptbahnhof (Central Station):

- 1 Walk towards Berlin Central Station
- 2 Take the (S9) S Flughafen Berlin-Schönefeld Bhf towards Berlin Friedrichstraße station
- 3 Walk north on Friedrichstraße towards Am Weidendamm
- 4 Turn right onto Ziegelstraße
- 5 Walk west on Ziegelstraße towards St Christopher's Inns Berlin Mitte (50 meters)

[Here is the link on Google Maps](#)



There are lots of different variations depending on the day of the week and time, so it's always good practice to check **Google Maps** or **City Mapper** for live updates and the fastest routes!

[Here's the link to the hostel address!](#)

What to bring



What to pack:



Dress code for the sessions:
Smart Casual



Good walking shoes to go
from one place to another



Locker for essential objects



Bring your notebook and
pen to take notes



DON'T FORGET:



Always bring your ID card with you



Bring also your European health card
("Codice Fiscale" if you are Italian). Bring it
with you and always carry it with you for
any emergency.



Bring cash with you, as it is not common to
pay by card in Germany, and not all places
accept card payments.

TIP: Although not mandatory, we strongly suggest bringing a PC with you!

Conditions

What is covered by the fee:

- **Accommodation expenses:** 6 nights in a shared room hostel
- **Local transport**
- **Meals included:**
 - 6 breakfast: all days
 - 3 lunches: on the 20, 30 July and 1 August
 - 2 dinners: on the 29 July and 2 August
- **Workshops and training** from EucA
- **Cultural activities**
- **Certificate of completion by EucA** – based on the European Entrepreneurship Competence Framework (EntreComp)

What is NOT covered by the fee:

- Flight from/to Berlin
- Travel from/to the airport to the hostel
- Extra meals
- Extra activities or expenses

**What is
included &
what not**



Meet the trainers!



Alba Sierra

She is a passionate Spaniard who loves **discovering new places, cultures, and meeting people**. The rich history, vibrant music scene, and charming streets always make her feel at home. When not traveling, you can find her dancing as she believes it's the perfect way to **connect with people and express yourself**. With a green thumb, she enjoys caring for her plants. In Berlin, she's eager to dive in and make the most of this experience. ¡Hasta pronto!



Mirela Mazalu

She is the Secretary General of EucA – European University College Association. **She loves everything international** which is why she organizes international exchanges for students throughout Europe and beyond. **She loves to debate on the European Union, the future of work and education and how to transition from the university campus to dream jobs** ... She also loves to debate what is the best recipe for guacamole! Mirela speaks 5 languages, Romanian, Italian, English, Spanish, and French, and has lived in 3 countries, Romania, Italy and Belgium... so far!

Before you go

Don't miss the chance to explore Berlin!

This city uniquely blends history with modernity, showcasing its cosmopolitan character through diverse cuisine, vibrant arts, and renowned institutions.

Berlin Cuisine: A Fusion of Flavors

Berlin's cuisine is a reflection of its cultural diversity. From traditional German dishes to various international cuisines, **Berlin has something for every taste**. The city's gastronomy blends the classic with the contemporary, the local with the global.



Try some traditional German dishes such as...

- 1 Currywurst:** This iconic grilled pork sausage topped with a curry-flavored ketchup and typically served with fries or a bread roll. Places like [Curry 36](#) and [Konnopke's Imbiss](#) are famous for serving some of the best currywurst in the city.
- 2 Eisbein:** A boiled pork knuckle served with sauerkraut and mashed peas. This hearty and comforting dish can be found in restaurants like [Zur Letzten Instanz](#), Berlin's oldest restaurant, founded in 1621.
- 3 Berliner Pfannkuchen:** Known as "Berliner" outside Berlin, these sweets similar to jam-filled donuts are especially popular during carnival.



Before you go

Traditional and affordable restaurants in the center of Berlin

Enjoy authentic Berlin cuisine without emptying your wallet at traditional yet affordable restaurants like:

1 **Max und Moritz:** This restaurant is a Kreuzberg **classic**, serving traditional German dishes in a **rustic and cozy atmosphere**. Their specialties include Eisbein and Schnitzel.

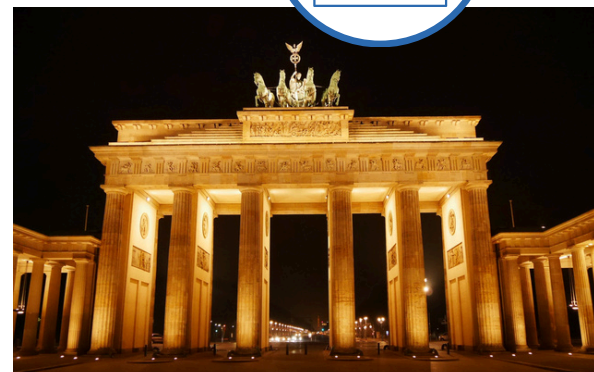
2 **Markthalle Neun:** Located in the heart of Kreuzberg, this historic market hosts a variety of stalls offering **local and seasonal food**, with multiple **vegan and vegetarian options**.

3 **Prater Garten:** As Berlin's oldest beer garden, Prater Garten offers an authentic experience with **traditional dishes** like Bratwurst and pretzels, accompanied by good **local beer**. It's an ideal place to enjoy Berlin's relaxed and young atmosphere.

Full cultural experience and visit...

* **Brandenburg Gate:** Now a **symbol of unity and peace**, this neoclassical monument once stood in a divided city and represents nowadays a reunified Germany. It's especially stunning when illuminated at night.

* **Reichstag Building:** **Home to the German Parliament**, this historic building features a striking glass dome designed by architect Norman Foster, offering panoramic views of Berlin and an insight into Germany's political life. (Tickets cost 14 euro).



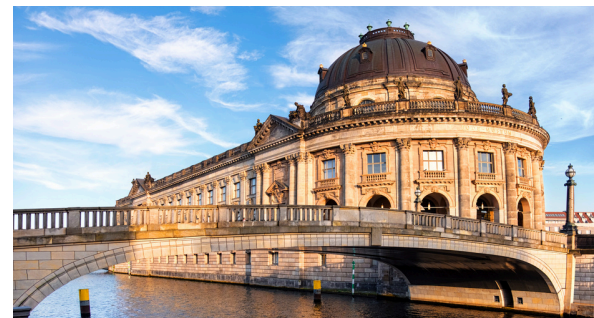
Before you go

- * **Berlin Wall Memorial:** This poignant memorial preserves a section of the Berlin Wall, including a watchtower and a visitor center, providing **deep insights into the city's divided past** and the lives affected by it.

- * **Museum Island:** A UNESCO World Heritage site, this ensemble of five museums—Altes Museum, Neues Museum, Alte Nationalgalerie, Bode Museum, and Pergamon Museum—houses **extraordinary collections of art and antiquities** from all over the world. Check the museums and their prices [here](#).

- * **Checkpoint Charlie:** Once the most famous crossing point between East and West Berlin, **this historic site** now features a museum detailing the **stories** of daring escapes and the realities of the Cold War.

- * **East Side Gallery:** An **open-air gallery** stretching 1.3 kilometers along the Berlin Wall, featuring **over 100 murals** painted by artists from around the world, celebrating freedom and expressing political statements.



Before you go

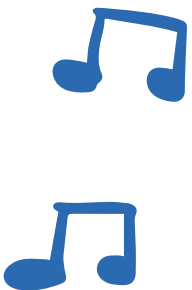


Do you speak German?

The official language of Berlin, and Germany as a whole, is German (Deutsch). English is widely spoken in tourist areas. In addition to English, some people speak French or Spanish as a second language, especially younger generations.

We will share some phrases in German with you:

- **Hello: Hallo** (pronounced hah-lo)
- **Thank you: Danke** (pronounced dahn-kuh)
- **Goodbye: Auf Wiedersehen** (pronounced owf vee-der-zayn)
- **Excuse me / Sorry: Entschuldigung** (pronounced en-shool-dee-goong)



Do you like techno music?

Berlin is renowned for its **vibrant electronic music** and the techno scene and is often considered the **world's techno capital**. Iconic clubs like Berghain and Tresor are central to its nightlife, attracting international DJs and music enthusiasts, and making electronic music the most common and celebrated genre in Berlin.



What about the weather?

In July, Berlin experiences **warm and pleasant weather**. The average daytime temperature is around 24°C (75°F), with nighttime temperatures dropping to about 15°C (59°F). It's generally a sunny month, averaging 9 – 10 hours of sunshine per day, but it also sees some rain, with about 14 rainy days and 43 – 83mm of precipitation over the month.

Emergency numbers

Trainers contact:

- **Alba Sierra:**
+34 692 92 91 05
- **Mirela Mazalu:**
+32 483 04 50 80

Local authorities:

- **Ambulance / Medical Emergency: 112**
- **European Emergency call: 112**
- **Police: 110**

Follow EucA and keep up to date!

 [European University College Association](#)

 [@eucapics](#)

 [EucA \(European university college Association\)](#)

 [@eucavids](#)

Let's stay in touch!

Scan the QR code and join the Entrepreneurship Bootcamp WhatsApp group!



