

# BizSmart Global™

## Design. Invent. Pitch.

### 4-Day Program - “Entrepreneurship Challenge: Innovate this!”

*Real World Skills to Succeed in a Competitive World*

Learn in an interactive, fun and pragmatic way how Silicon Valley’s entrepreneurs innovate, taking ideas and converting them into consumer products or services others want.

Each student will choose a position in his/her team (CEO, CFO, CMO, etc) and collaborate to redesign and improve a given product during the camp. At the end of the four days, teams will present their proposed solution, together with a simple sales & marketing plan and a financial plan. Teams will compete and the winning team will earn a prize.

Students will get inspiration from various products such as the GoPro camera, Tesla’s electric car, the SpaceX project and other cool inventions. They will have the opportunity to discover consumer needs, rethink the design of products, develop rapid prototypes, research competitors, cover basic financials and create marketing & branding solutions. They will also learn a lot about team building, collaboration, conflict resolution, decision making, business ethics and public speaking.



**When:** April 18<sup>th</sup>-21<sup>st</sup> 2017, 9:00-17:00 (last day until 15:30). Parents and teachers will be invited to hear the pitches of students the last afternoon starting at 14:00.

**Size:** 16 to 60 students, 14 to 18 years old

**Who:** An experienced facilitator from Camp BizSmart ([www.campbizsmart.org](http://www.campbizsmart.org)) will come from Stanford University in California to facilitate the program and use a unique learning model “Learn-Do-Check-Act” adapted from General Electric. Additional bilingual coaches may be present for large groups.

**Language:** English

**Cost:** 850 €

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