

**Preliminary program of the:  
International Summer school on Entrepreneurship & Technology Venturing  
8-12 July 2013  
Organized by VentureLab International**

**How to create a successful business?**

<b>8 July – Monday: Introduction to the entrepreneur and the entrepreneurial process</b>		
<u>Time</u>	<u>Session</u>	<u>Speaker/Moderator</u>
08:30-09:00	Welcome and coffee	
09:00-9:30	Official opening and getting to know each other	Prof. dr. Aard Groen, Professor Innovative Entrepreneurship Chair NIKOS
9:30-12:00	Exploring Entrepreneurship: The entrepreneurial process (+ networking)  <i>What is your phase of development and what are the consequences of that?</i>	Prof. dr. Aard Groen Professor Innovative Entrepreneurship Chair NIKOS
12:00-13:30	Lunch	
13:30-17:00	Exploring Entrepreneurship: The entrepreneur  <i>What types of entrepreneurs are there, and what kind of entrepreneur are you?</i>	Dr. Pim Paffen Organizational psychologist CareerDevelopmentCenter
17:00 – 19.00	Free time and dinner.	
19:00-21:00	Finding the business opportunity: Idea generation  <i>Find better ideas or other applications with help of others</i>	Jaap van Tilburg Program manager VentureLab International Entrepreneurship coach

<b>9 July – Tuesday: Strategy + Marketing</b>		
<u>Time</u>	<u>Session</u>	<u>Speaker/Moderator</u>
08:30-09:00	Walk-in and coffee	
09:00-12:00	Designing your business model workshop  <i>What is a business model, why is it important,</i>	Dr. Björn Kijl Business Modelling Expert and Investment Entrepreneur

	<i>and how to make yours?</i>	
12:00-13:00	Lunch	
13:00-15:15	Creative Entrepreneurship & Marketing (part 1)	Ruth Kearney, business development manager, Louise Andrews, academy facilitator <a href="#">Innovation Academy</a> , Trinity College
15:15-15:30	Coffee Break	
15:30-17:00	Creative Entrepreneurship & Marketing (part 2)	Innovation Academy, Trinity College

## 10 July – Wednesday: Technology

<u>Time</u>	<u>Session</u>	<u>Speaker/Moderator</u>
08:45-09:30	Bus drive to Power Packer	
09:30-12:30	Company visit <i>Tour, new product development &amp; brainstorm on a case</i>	<a href="#">Power Packer</a> A World of Motion Control
12:00-12:30	Bus drive back to Enschede	

## 11 July – Thursday: Finance + Organization

<u>Time</u>	<u>Session</u>	<u>Speaker/Moderator</u>
08:30-09:00	Walk-in and coffee	
09:00-12:00	Financing your venture <i>What kind of capital to look for and how to get it?</i>	Ir. Henk Kroon Financial Management Expert and Entrepreneur
12:00-13:30	Lunch	
13:30-	Pitch training	Nico Schraag

17:00	<i>Practice your investor pitch and learn about presentation techniques</i>	Communication, Sales and Management Trainer <a href="#">Nico Schraag Effectivity Improvement</a>
-------	---	--

**12 July – Friday: Strategy + Presentations**

<u>Time</u>	<u>Session</u>	
08:30-09:00	Walk-in and coffee	
09:00-12:00	Final pitches  <i>Put your knowledge and skills to the test in front of the expert panel. There will be one winner, but everyone receives valuable suggestions on how to proceed with the business idea.</i>	Panel chair: Prof. dr. Aard Groen  Panel members:  Marcel van Buren, Director Business Solution Division, Ordina  Louise Andrews / Ruth Kearney Innovation Academy, Trinity College, Dublin  Mark de Vries Founder & CEO EuroDev B.V.  Richard Jungman CEO Mecal BV
12:00-13:00	Lunch & certification	