

STARTUP SCHOOL by hei_INNOVATION 2021

INNOVATION IN THE AGE OF AI

PROGRAMME

July 1-2: ONBOARDING

Onboarding, Teambuilding and Networking

Thursday, 2 - 6 pm

Welcome, teambuilding, technical check-in, meet the challenge owner

Friday, 2 - 6 pm

Entrepreneurial Skills Workshop 1: „Networking in the Digital Age“ with Dr. Lenka Kyjaco

Friday, 7 - 9 pm (optional)

Networking: hei_INNOVATION Alumni meet STARTUP SCHOOL 2021 @ Bräustadel Heidelberg

July 5-9: WEEK 1

Human Desirability – Design Thinking

Monday, Wednesday – Friday, 2 - 6 pm

Design Thinking Workshops

[Mon] Intro & understanding user needs

[Wed] Share interview insights, create a persona & capture a point of view

[Thur] Ideate & prototype

[Fri] Test prototype, iterate & present your solution

Tuesday

2 - 5 pm: Remote interviews with users & experts

5 - 6 pm: AI_Talk: „Design Thinking with AI“ by Dr. Jennifer Hehn

July 12-16: WEEK 2

Technical Feasibility & Prototyping

Monday, 4 - 6 pm

KI Garage x hei_INNOVATION I Talk & Networking: „From Idea to Prototype with AI“ by Prof. Dr. Rembold and Dr. Naja von Schmude

Tuesday – Thursday, each 2 - 6 pm

Prototyping Workshops 1-3

Friday, 2 - 6 pm

Entrepreneurial Skills Workshop 2: „How to Pitch“ with Colin Bennett

July 19-23: WEEK 3

Financial Viability – Business Model Innovation

Monday, Wednesday and Thursday, 2 - 6 pm

Business Model Innovation Workshops

[Mon] Intro business model innovation, value proposition & business model canvas

[Wed] Create and test your minimal valuable product

[Thur] Business Cases, Finalize Business Model & Pitch

Tuesday

2 - 5 pm: Remote Interviews with customers & mentoring sessions

5 - 6 pm: AI_Talk: „Innovative Business Model with AI“, Speaker tba

Friday, 2 – 6 pm

Entrepreneurial Skills Workshop 3: Founder team

July 26-29: WEEK 4 AND FINALE

Training, Mentoring and Final Pitch Event

Monday, 1 h between 2 - 6 pm

Pitch rehearsal & mentoring

Tuesday, 4 - 6 pm

KI Garage x hei_INNOVATION I Talk & Networking: „Ethics and AI“ by Dr. Vince Madai and Nicole Formica Schiller

Wednesday

4 - 6 pm: Individual team work & mentoring sessions from 7 pm: Get together & farewell

@ Neckarwiese Heidelberg

Thursday, 3 - 6 pm

Final Pitch Event

