

# International Entrepreneurship Summer School

*"From ideas to business"*

14<sup>th</sup>-21<sup>st</sup> August, 2011  
Sonderborg, Denmark

Organized by:



## CAMP SCHEDULE

**CAMP DAY 1: ARRIVAL**

**CAMP DAY 2: INTRO AND NETWORKING**

**CAMP DAY 3: LECTURES & WORKSHOPS**

**CAMP DAY 4: LECTURES & WORKSHOPS**

**CAMP DAY 5: COMPANY VISITS**

**CAMP DAY 6: PRESENTING YOUR IDEA**

**CAMP DAY 7: TRIPS AND SPARE TIME**

**CAMP DAY 8: DEPARTURE**



**Idea Camp 2011**  
*"From idea to business"*



**MONDAY, 15<sup>TH</sup>  
AUGUST 2011**

**TUESDAY, 16<sup>TH</sup>  
AUGUST 2011**

**WEDNESDAY, 17<sup>TH</sup>  
AUGUST 2011**

**SUN  
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**14:00**  
Move-in,  
Sønderborg  
Camping  
Site

**20:00**  
Dinner

**23:00**  
Lights out

**10:00** Welcome and introduction to the program, by the organizers (*U109, Forskerpark*)

**10:30** Presentation

**11:00** Entrepreneurship and networking: Sarasvathy's theories, by Ken H. Thomsen

Individual and group assignments and exercises

**12:00** Lunch break (*Café Bar2lin*)

**13:00** Perspective and aspiration—applying imagination, by Ken H. Thomsen (*U109, Forskerpark*)

“News Story” assignment

**14:00** Presentation and feedback

**15:00** Tour of Alsion by the organizers and group photo

**15:30** End of Camp Day 2

**18:00** Dinner preparation, (*Sønderborg Camping Site*)

**20:00** Dinner

**23:00** Lights out

**09:30** Introduction to business modeling, by Joost H. Maarse (*U109, Forskerpark*)

**10:45** Coffee break

**11:00** The business model canvas, by Joost H. Maarse (*U109, Forskerpark*)

**12:30** Lunch break (*Café Bar2lin*)

**13:30** “Goodbye business plan!” - Successful entrepreneurship demands action, by Allan M. Larsen (*U109, Forskerpark*)

Discussion and workshop

**14:30** Coffee break

**14:50** Round-up and conclusion (*U109, Forskerpark*)

**15:00** End of Camp Day 3

**15:30—17:00** Visit the Sønderborg Castle

**18:00** Dinner preparation, (*Sønderborg Camping Site*)

**20:00** Dinner

**23:00** Lights out

**09:00** Establishing business relations, by Christian Dinesen (*U109, Forskerpark*)

**10:15** Coffee break

**10:30** “How to sell yourself”, by Christian Dinesen (*U109, Forskerpark*)

**12:00** Lunch break (*Café Bar2lin*)

**13:00** Building business plans, by Ronen Hadar (*U109, Forskerpark*)

**13:50** Coffee Break

**14:00** Pitching your business idea, by Ronen Hadar (*U109, Forskerpark*)

**15:00** Coffee Break

**15:30** Cultural networking, by Kai Schroder (*U109, Forskerpark*)

**16:30** End of Camp Day 4

**18:00** Dinner preparation

**20:00** Dinner

**23:00** Lights out

**THURSDAY, 18<sup>TH</sup>  
AUGUST 2011**

**09:30** Work time—preparing for presentation day (*U109, Forskerpark*)

**12:00** Bus pick-up to Danfoss, Nordborg (*Alsion main entrance*)

**12:30** Danfoss—visit to the headquarters and factory

**14:00** Mads Clausen Entrepreneurship Park—company visits

**15:00** Bus pick-up to Augustiana Art Center, Augustenborg (*Danfoss main entrance*)

**15:30** Bridging art and business, by Niller Wischmann (*Augustiana Art Center and Sculpture Park*)

Presentation and workshop

**18:00** End of Camp Day 5

**20:00** Dinner

Team building activities

**23:00** Lights out

**FRIDAY, 19<sup>TH</sup>  
AUGUST 2011**

**08:30** Bus pick-up to Alsion, Sonderborg (*Augustiana Art Center and Sculpture Park*)

**09:30** Presentation Session I (*U109, Forskerpark*)

**12:30** Lunch break (*Café Bar2lin*)

**13:30** Presentation Session II (*U109, Forskerpark*)

**15:00** Evaluation and feedback, by a selected jury (*U109, Forskerpark*)

Closing session, by the organizers

**16:00** End of Camp Day 6

Free time

**19:00** Closing dinner and party (*Cafeen Bar, Alsion*)

Free time, Sønderborg Culture Night

**SATURDAY, 20<sup>TH</sup>  
AUGUST 2011**

**11:00** Bus ride to Danfoss Universe Park, Nordborg (*Sønderborg Bus Station*)

**12:00** Tour of the park

Rocket engineering workshop

**16:00** Bus ride to Sønderborg (*Danfoss Universe Park main entrance*)

**18:00** Dinner preparation

**20:00** Dinner

Free time

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**11:00** Check-out, Sønderborg Camping Site

# Speakers



**Ken Holm Thomsen**

*Development Consultant at IDEA Entrepreneurship Center*

He works as a development consultant and project manager at IDEA where his work spans the development, planning and implementation of educational programs and student-oriented activities within the field of entrepreneurship and new business development. His focus is learning and developing skills that can help to create opportunities for aspiring entrepreneurs. Ken is also a lecturer at SDU.



**Joost H. Maarse**

*Lecturer at the University of Southern Denmark*

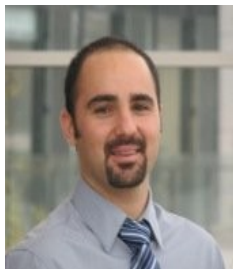
Joost Maarse is a lecturer of business related subjects on both Bachelor and Master level courses aimed at students in the fields of Engineering, Innovation, and Business. He has created and taught courses related to 'Management of IT', 'Innovation & Creativity', 'Market Intelligence & Entrepreneurship', and 'Cradle 2 Cradle business development'. Joost is one of the founders of the Sønderborg Student Foundation, dedicated to improving overall student life in the city.



**Allan M. Larsen**

*Business Consultant at Sønderborg Erhvervs- & Turistcenter*

Universities, business schools, and business media teach us that business plans are the universal key to success for entrepreneurs. Yet, there are countless examples of extremely successful entrepreneurs who never wrote a business plan. Is there an alternative way in which you can develop your business idea and still convince your surrounding?



**Ronen Hadar**

*Project Manager at LEGO*

Graduated Masters in Innovation & Business Engineering, he is currently engaged with an Industrial PhD with LEGO regarding future manufacturing concepts. At the end of his Bachelor and throughout his Master education, Ronen Hadar was a co-owner and head of business development at DCore – Decentralized Automation Control and in charge of all investor activities and the management of internal processes. Ronen has lectured about business development and start-up phases at several other business schools in the past.



**Christian Dinesen**

*CEO and Certified Coaching Trainer at Danish Institute for Coaching*

Working with people and establishing relations in various cultures, he has transformed his sales, marketing and leadership experience into becoming a successful coach and trainer for people who want to be at their best in life and career. Christian inspires you to do what you do best and believe that when you know more about your own potential that you can create and gain the best from life.



**Niller Wischmann**

*Owner, founder and manager at Wischmann Innovation*

He has worked as an entrepreneur and counseled entrepreneurs for 25 years, 17 years of which he spent as a general manager and chief consultant at Rytmisk Musik. He has years of experience in strategic development in artistic environments and within public administration. Niller is a bridge builder between art and business and has publications about the administration of arts and culture environments.



**Kai Schröder**

*Intern at Sønderborg for European Capital of Culture 2017 Project*

Actually he is a student. He is studying for a degree in European Management at the University of applied science Wildau. Last semester he had an exchange semester at SDU Sønderborg. He started an internship at the 2017 project in June because he likes the idea of cultural networking. His main task in the beginning was the creation of a network between Sønderborg's candidacy and the business sector in Germany. At the moment, he is doing a lot of different tasks and research.

## WiFi Internet access at the camp:

- 1) Go to <http://guestaccount.sdu.dk>
- 2) Choose "Idea Camp 2011" under "Begivenhed" ("Event")
- 3) Enter and repeat your e-mail address (Other info may be required)
- 4) Accept the rules of conduct
- 5) Go to your e-mail to confirm
- 6) Username and password will be sent shortly