

The Summer School of Entrepreneurship and Innovation 2023 Programme

When: 6.-10. 11. 2023

Where: Inprofo Lab Faculty of Business and Management BUT

Monday November 6, 2023, 14:00-18:00

Topic 1

from 14:00 - What is contriBUTe and examples of entrepreneurship at BUT

Guide Robert Zich from the Faculty of Business and Management BUT

Why an innovation and entrepreneurship ecosystem?

- How was it founded and what is its inspiration?
- Where is it heading - its vision?
- What does it offer in 2023 and what is in the pipeline for next year?

Why do we (not) do business at the university?

- How do academics and students view the topic?
- What use can an entrepreneurial approach be to us?
- A complement or alternative to creative activity?

How do we understand entrepreneurship?

- What prevents us from getting started?
- Do academic, student and entrepreneur understand each other?
- What does it mean to decide that "I want to start!"

Topic 2

from 16:15 - And what can become of it? (Best Practice) - Vít Chlebovský, Jan Pěňčík, Viktor Fiala

A view from the USA and a presentation of two projects developed at BUT:

1. Mirror from Cleveland, USA - online entry by [Tiffany McNamara](#), Senior Director of Strategic Partnerships and Business Development,
2. [scicake](#) - Zoltán Galáž from FEEC BUT, a company dealing with the field of artificial intelligence, a BUT start-up,
3. [Biom](#) - Roman Bolcek from FA BUT, a project of a unique view of the possible future and architecture in it.

We will ask in particular:

- When did the idea originate? My first steps. What was the main motivation?
- When did I realize its commercial potential?
- What did I have to do to realise the idea?
- What were my fears and were my fears justified?
- What problems did I have to solve?

- What is the current status of the project?
- What do I need from the university and what can I offer in return?
- What did I expect and what did not come?
- What did I expect and what did not come?
- What would I recommend to those who are thinking of setting up a start up, a spin of?

Come and ask what you are interested in.

Tuesday, November 7, 2023, 14:00-18:00

Topic 3

BUT as a carrier of knowledge transfer

guides Jan Pěnčík, guarantor of contriBUTe and Go to Business! projects and Viktor Fiala, guarantor of BUT knowledge transfer

from 14.00 - Go to Business!

[Go to Business! project](#), presentation of the BUT Student Entrepreneurship Award, goal, motto and course. What is its link to contriBUTe. What is the contribution of the competition to students, university and society.

Discussion with the participation of the successful representatives of the 1st - 3rd year of the competition:

1. Pavel Šafl
2. Monika Wikarská
3. Petr Buchal
4. Natálie Drevenáková
5. Ondřej Venclík
6. Vojtěch Parkan

We will ask in particular:

- Why did you decide to participate in the competition?
- What is your experience with the competition?
- What has the competition brought to you, how has participation advanced you, in what area?
- If I were to participate again what would I change?
 - my advice to participants
 - my advice to the organisers
- Where has my project moved, where am I today, what are my plans?
- What problems am I currently solving?

Have you thought about participating in the competition and are still hesitating?

We offer a unique opportunity to ask what you are interested in and to discuss with those who have the most relevant personal experience.

from 16.15 - Knowledge transfer - 3 roles of the university - teaching / research / transfer

Do we need knowledge transfer at all? Does the academic, the student, the university, society need it? Who can implement it?

Introduction to knowledge transfer and the essential prerequisites for successful transfer:

- Knowledge transfer at BUT,
- division of transfer, forms of cooperation with a commercial partner - contractual, research/collaborative research (effective cooperation) /one-off contract/ etc.
- Basic information on intellectual property protection at BUT,
- benefits of knowledge transfer to students, scientists and researchers, university, society,
- University's priorities when collaborating with a commercial partner and their risks,
- administrative/legal/mentoring/incubation/acceleration support - which of these do you need most for development,
- How to do it and why not worry when the reporting system is so simple - flow chart - reporting, commercialisation.

9.00-13. 00, Workshop - Business Idea Development

The journey from idea to implementation can be long or short, challenging or surprisingly easy. Either way, it is almost always interesting. Do you have an idea? Do you want to try out how to work with it? Do you want to be inspired by projects that may be one step further? Want to know if an idea is ripe for "pivoting" or more likely to be "killed"? Actually, just one question - Do you finally want to get started?

If so, sign up for our workshop. We don't know how far you'll get in four hours, but either way you'll move forward. You certainly won't walk away with a completely finished business plan, because it really does take a bit more than a morning. But in any case, it can be your first step to success!

Who is the workshop for?

- For individuals and teams,
- for those who want to take their idea forward and look at it from an entrepreneur's perspective,
- for those who have the courage to think.

What you can learn about:

- The lean Canvas concept and the principle of validation,
- the BEA1 approach to project development,
- the basic principles of brand development,
- the concept of value proposition,
- Idea board principle and further use of visualization in business idea presentation.

What should you prepare and bring?

- A short presentation of the potential idea - no more than one supporting slide and no more than 1 minute. No long presentation, because in the words of the classic - "If you have nothing to say, use powerpoint".
- Think about which of these areas would be of most interest to you.

Don't forget the desire to get involved. This is a workshop, not a lecture!

19.00-21. 00, Discussion evening - "Dark stories of business"

"He who does nothing, spoils nothing!" is for some a life wisdom, for others a pretty good excuse. But let's try to put it another way - "He who has never killed a project doesn't actually know anything!". There are plenty of reasons to talk about things that have failed. Do you have a story you want to brag about? Yes, brag! Not every project is a success. Statistics say that about one start-up in ten succeeds! The fact that you've had failed projects shows that you're trying to move forward. Come and talk about the things that have failed. You'll see that it's actually a much more upbeat meeting than it might seem! At the end of the evening, a vote will be taken for "Best Fail" and the author will be awarded a prize.

Who is this discussion meeting for?

- For those who know the price of failure.
- For those who want to find out why it makes sense to share what has failed.
- For those looking for inspiration.
- Both for those who want to present their experience and for those who just want to listen.

What should you prepare and bring if you want to actively share experiences?

- A short introduction of your file. Up to five minutes is sufficient and a long powerpoint is definitely not necessary. A single slide or photograph or even a poster will suffice.
- A willingness to discuss and share.

What can you look forward to?

- Lots of stories that are good to know.
- A specific atmosphere of discussion about projects that ended up getting "killed".
- Inspiration and experience.
- You can win.

Wednesday, 8 November 2023, 9:00-18:00

Finnish Day

What is interesting about the Finnish approach to business development and education in this area? While politicians usually only talk about inspiration, you can get real inspiration today. Through interactive workshops and a project fair, representatives from Proakatemia (Tampere University of Applied Sciences) will present their approach - www.proakatemia.fi . This "taste of Finland" is more than just another lecture.

Objective of the Finnish day

- Sparkle the interests to Finnish education and culture.
- Bringing awareness about the value of entrepreneurship and teamwork and the link between them by introducing different ways how we learn at Proakatemia.
- Introducing what kind of support/ services are there in Tampere as an entrepreneur and what kind of ecosystem there is to support students to have a more entrepreneurial mindset.

Overview of the schedule with suggested timeline

9.00-9.30, Gathering, introducing us and the day, Small get to know activity/energizing activity

9.30-11.30, Finnish culture (Presentation about fun facts of Finland, Happiness report and Finland as the happiest country, Comparison of the cultural dimension between Finland and the Czech Republic)

11.30-13.30, Finnish Entrepreneurial Education (Our view of Entrepreneurial Education, Learn-by-doing session with Participants)

14:30-18:00, Project Fair – Inspiration from Finnish and Czech companies – their stories

Thursday, November 9, from 9:00 a.m. - Friday, November 10, until 11:00 a.m.

24 hour challenge

What can you do in 24 hours? If that seems like too short a time, consider that the Earth can turn in that time. And that's not exactly insignificant movement.

Sign up for the 24-hour challenge with your team and see what it's like to tackle a specific task in a relatively limited amount of time. You may find that your results will be surprisingly unlimited. You will spend 24 hours in the InprofoLab at the Faculty of Business at the BUT. The night atmosphere here is quite unforgettable. You will have the opportunity to consult your work not only with people from the business school, but also with our Finnish partners. Knowledge of English is so quite useful. The event is limited by the capacity of the lab, so unfortunately, we cannot accept more than 40 participants.

How will it work?

- At the beginning, we will present you with a task that will be related to the business of a specific company. The task will have several possible variations, so both business-oriented participants and technicians will be able to find their way.
- You will have 24 hours to prepare a solution and presentation. We will explain what form of deliverables we expect.
- On the second day you will have a working breakfast and a competitive presentation.

What do you need?

- A willingness to try your work on a task you don't know in advance!
- Ideally come in a team of three to five people. If you are interested, we can possibly form a team from the individuals who have signed up. As an individual, please contact us in advance.
- A little self-denial, a willingness to endure some "startup" discomfort, and a willingness to dedicate at least one "turn of the Earth" to an experience worth remembering.
- It's up to you whether you bring a sleeping bag and a mattress, or go on the conviction that you'll just give it a go!

What will we provide?

- A client and a challenge to solve,
- InprofoLab facilities,
- basic facilities - especially a coffee machine!
- breakfast,
- the possibility of consultation at the beginning of processing.