

## 1<sup>st</sup> Boot Camp 2015

Where: Adlershof Science & Startup Cluster, Berlin | When: 1-3 May 2015

This document presents different programme configurations for the 1st Boot Camp in Berlin and sums up the current planning in terms of time, place, venue, marketing and budget.

## Content

1.	General Information on the Boot Camp.....	3
1.1.	Place .....	3
1.2.	Time .....	4
1.3.	Number of participants.....	5
1.4.	Events in conjunction .....	5
2.	Programme Configurations .....	6
2.1.	Grouping of startups .....	6
2.2.	Day 1 – “Connect & Play” .....	7
2.2.1.	Pitch each other’s startup battles.....	7
2.2.2.	The challenge.....	7
2.3.	Day 2 – “Learn & Develop” .....	8
2.3.1.	Seminars .....	8
2.3.2.	One-on-One Mentoring.....	8
2.3.3.	The Overnight Challenges .....	8
2.3.4.	Draft Programme of Day 2.....	9
2.4.	Day 3 – “Pitch & Sell” .....	10
2.4.1.	Pitching for later stage companies .....	10
2.4.2.	Draft Programme of Day 3.....	10

## 1. General Information on the Boot Camp

### 1.1. Place

The first boot camp will take place in Berlin organized by New Factory and Media Deals while the second workshop will take place in Athens organized by Metavallon and Media Deals.

Venue for Berlin:

- Science & Startup Cluster Adlershof

Adlershof has been synonymous with innovation for over 100 years. It is the birthplace of German aviation, and many of the remaining buildings have become event spaces used by Adlershof con.vent. and contributing to „The Adlershof Effect“, a unique combination of tradition, creativity and innovation.

Nowhere else in Germany you will find a higher concentration of university and non-university research, hi tech businesses and media production.

At Adlershof, we customize a wide variety of both private and corporate events. Discover the 1,100 square metres of flexible space perfect to rent for conventions, fairs, conferences, and receptions. An extensive program of workshops, seminars and guided tours are available to make your event extraordinary.



- Adapt Apartments

In ADAPT APARTMENTS Berlin you are not an ordinary guest. We make sure you feel home - no matter if only for a month or a whole year - these apartments provide everything you need.

You know how much you pay for an impersonal hotel room. We do not only offer notable savings but apartment, where everything is right: Close to work, an exclusive interior and the professional service. True to our motto: "The first choice for your second home."



- Dorint Hotel Adlershof

Right at the heart of the city's science, business and media hub on the WISTA grounds and very close to Schönefeld Airport, the modern 3-star city hotel Dorint Berlin Adlershof awaits your arrival.

Offering much more than a regular city and airport hotel, the proximity to Humboldt University in the South East of Berlin in the old Berlin suburb of Köpenick, makes the Dorint Berlin Adlershof a popular conference hotel and well-loved starting point for city trips and short-breaks in Germany's capital city.



- Airport Hotel

The 3-star superior Airporthotel Berlin Adlershof is located on the WISTA site, the most modern technology park in Europe, close to the steadily growing large Berlin-Brandenburg International Airport (BER) in Schönefeld.

110 modern furnished rooms and apartments with Kitchenette expect you at the Airporthotel Berlin-Adlershof and for conferences, seminars and events are nine conference rooms, equipped with all technical comfort, for up to 160 people available. The location of the hotel, in the biggest science location of Germany, offers inspiring surroundings for concentrated work.



## 1.2. Time

According to the DoW, the first boot camp is due in June 2015 (project month M12) while the second one is due in December 2015 (project month M18).

Time window for 1<sup>st</sup> Boot Camp: 1<sup>st</sup> – 3<sup>rd</sup> May 2015 in Berlin

Time window for 2<sup>nd</sup> Boot Camp: November 2015 in Athens



### 1.3. Number of participants

60 invited startups. Maybe an additional 40 startups that join on their own travel and accommodation costs.

The allocation of startups regarding their stage is expected to be 65% early stage startups and 35% later stage companies.

### 1.4. Events in conjunction

In order to increase the impact and the benefits of each boot camp it is highly recommended to find a relevant event at each location to hold the

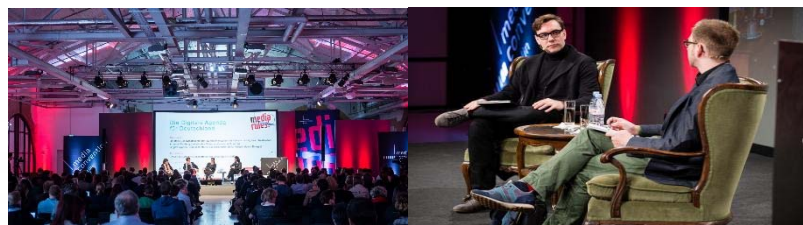
Re:publica | 5-7 May 2015 | [www.re-publica.de](http://www.re-publica.de)

re:publica is a conference in Europe that deals with the Web 2.0, especially blogs, social media and information society. It annually takes place in Berlin. During three days talks and workshops about various topics are held, ranging from media and culture over politics and technology to entertainment. All talks and discussions are streamed directly to the internet.



Media Convention | 5-6 May 2015 | [www.mediaconventionberlin.com](http://www.mediaconventionberlin.com)

MEDIA CONVENTION Berlin is the sector's most significant event in the capital region, and is one of Europe's largest and most important gatherings for the media industry overall. National and international experts from television and film, academia and politics encounter decision-makers of the digital economy, and discuss current issues in media and network policy, media market trends, and developments in our media-driven society – all on an interdisciplinary basis, open and discursively, addressing all societal groups and media types.



Berlin Web Week | 4-10 May 2015 | [www.berlinwebweek.de](http://www.berlinwebweek.de)

The Berlin Web Week is a one-week festival on current trends in digital industry and society. Every May, the Berlin Web Week pools numerous events around the topics internet, digital

industries, technologies and digital media – and turns Berlin into an international gathering place of the digital world.

**Heureka2015 | 5 may 2015 | [www.heureka-conference.com](http://www.heureka-conference.com)**

HEUREKA is the conference for founders who want to bring their business to the next level. Learn about the key factors of success, get inspired by like-minded entrepreneurs and meet high level investors and media representatives.

**European Venture Market | May 2015 | [www.europeanventuremarket.com](http://www.europeanventuremarket.com)**

The European Venture Market is a two-day networking conference for 100-200 investors, service providers and early/expansion stage companies from different areas of industry. Held twice a year (spring and autumn), the participants meet, network, discuss and further develop business ideas and projects.

**5th Fraunhofer FOKUS Media Web Symposium | 20-21 May | [www.fokus.fraunhofer.de](http://www.fokus.fraunhofer.de)**

Fraunhofer FOKUS, together with partners and friends, invites you to the 5th FOKUS Media Web Symposium 2015, May 20 - 21, in Berlin, Germany. During these two days, international experts will present and discuss latest developments of web technologies and up-and-coming trends of the creative industry.

With this year's motto „Web of the Future for the Creative Industry – Technologies, Tools, Standards“, the symposium offers the latest insights in Connected TV, Web Technologies, Internet of Things, Streaming Media and Multiscreen Solutions.

**Startup Night | May 2015 | [www.startupnight.de](http://www.startupnight.de)**

For the third time, the startup scene will up open up to the general public and present their products from the areas of commerce/retail, communication, data analytics, entertainment, food/lifestyle, green/health/biotech, home, as well as security and will invite everyone to take a look behind the scenes.

The event consists of a conference about partnering, funding and finance and the Night itself. The conference will take place from 9am-5pm, only at the IHK Berlin location, while the Startup Night will last from 5pm-1am and take place at both locations!

## **2. Programme Configurations**

### **2.1. Grouping of startups**

In order to handle 60 startups at one boot camp, it is recommended to split the startups into two groups of 30 startups each. The selection could be done on the following basis:

- Sectors
- Type of product
- Target Market
- Stage of development

The 2 groups will run through the boot camp sessions in parallel.

## 2.2. Day 1 - "Connect & Play"

### 2.2.1. Pitch each other's startup battles

Based on the format of the music battles among rappers (know from the movie 8 mile), two entrepreneurs at a time will pitch the startup idea of the other on stage. The audience decides who was most convincing and the winner moves to the next round.

In the next round again the entrepreneurs pitch each other's idea and a winner will be determined. In total there will be 30 battles to determine the winner.

Each battle will consist of 2x 1-minute pitches and will take in total a time frame of 4-5min. The total time for the startup battles would therefore be 120-150min.

#### *Preparation of the startups*

Each startup will prepare a short presentation of their startup and send it before the event to the organizers. Each start-up's description will be printed on an index card that both opponents exchange before the battle.

#### *Preparation Zone*

While one team is pitching, the next team will be called to the preparation zone. Here they exchange their startup description cards and have about 4-min to interview each other and prepare for the battle.

#### *On-Stage*

Each of the two entrepreneurs gets a microphone. A coin is flipped to determine who goes first. The screen will be divided in a blue and a red side presenting the logo of the startups that the entrepreneur will pitch. A big timer will show the audience and the entrepreneur the time left. When the time runs out the microphone turns off and the moderator takes over.

The winner is determined by the applause of the audience that is measured and shown on the screen.

#### *Price*

In order to motivate the startups, a reward should be offered to the winner.

### 2.2.2. The challenge

The challenge is a special form of scavenger hunt, where each team receives a map and a document with hints, questions and puzzles. To win the game each team requires very different abilities within their team reaching from logical thinking and knowledge to social skills.

This game can either be played as a pen and paper game or with digital support as a GPS scavenger hunt with tablets.

The aim is to strengthen the teams and to test their broad spectrum of abilities. They have to decide whether they want to form partnerships, challenge other teams or do everything by themselves.

Research for business simulations and games for teams:

- Life Action scavenger hunt
- Serious game simulation

### **2.3. Day 2 - "Learn & Develop"**

The aim of the second day is to give each startup intensive input to develop or improve their business plans. The seminars and workshop will be split into parallel lines, one for early stage entrepreneurs and another one for later stage startups. The day will be composed out of the following components:

#### 2.3.1. Seminars

Seminars will be short 10 -15 presentations on a specific topic followed by 15 minutes Q&A or discussion. Each Seminar will cover a certain aspect of the business plan in greater detail and give inputs to the startups what they can improve.

#### 2.3.2. One-on-One Mentoring

During the breaks each startup has the opportunity to meet free coaches or other startups in the net-co-working area to get specific input or to work on potential connections.

Each startup will be provided with a table, chairs and a pin wall to present their idea.

#### 2.3.3. The Overnight Challenges

Each night there will be a challenge that teams can apply for. The most successful startup will win some money (1.000 – 2.000€).

#### *Marketing Challenge*

Create a marketing buzz overnight by using the social media channels. The aim is to attract the most followers on Twitter and Facebook. Condition is that the competing teams setup new pages and accounts and publish their content at the same time.

20.00 | Announcement of the Challenge

20.00 – 21.00 | Registration

21.00 | Start of the Challenge

21.00 – 24.00 | Preparation of pages, content and strategy

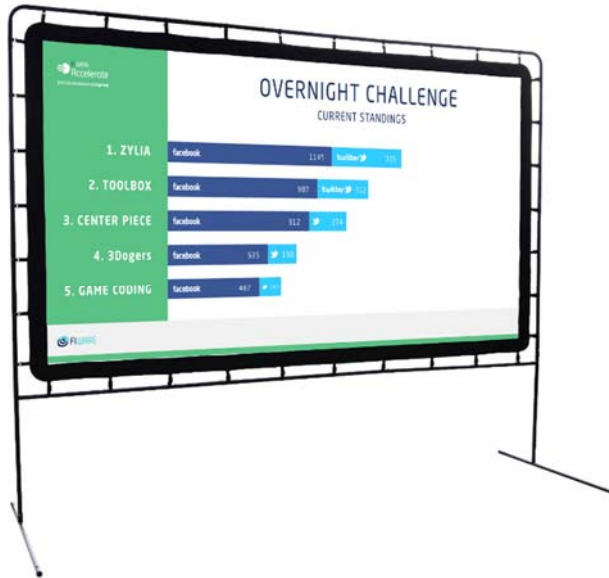
00.00 | Lunch of the Campaigns

00.00 – 20.00 | Running Time of the Campaign

20.00 | Celebration of the winner



The Challenge Screen will always present the current standings of the competition and show the ranking of the teams. This should foster the competition and keep the tension high over the day.



### Product Development Challenge

Evolve your product or service over night by inventing new features, combining it with other services, using synergies with other startups or targeting new customer groups. The aim to motivate the entrepreneurs to think their ideas further and to learn that they should never stop to think their idea further to stay competitive.

Each startup that joins this challenge has to prepare a 4-slide presentation on how they evolved their product or service. A jury of coaches will review the presentations and select the idea that made the clearest and most potential evolution.

#### 2.3.4. Draft Programme of Day 2

09.00 – 10.00 | Startup Breakfast

10.00 – 10.30 | Introduction to Business Planning and Activities of the day

	Early Stage Tier	Later Stage Tier
10.30 – 11.10	Workshop: Business Model Canvas*	Seminar: Business Models & Strategies
11.10 – 11.50	Workshop – Group 2*	Seminar: Internationalization
11.50 – 12.30	Workshop – Group 3*	Seminar: Social Media Marketing

\*Early stage startups divided into 3 groups a 10 – 15 startups | One-on-one work during break

12.30 – 13.00	Lunch Break	Q&A with all 3 coaches
13.00 – 13.30	Lunch Break	Lunch Break
13.30 – 14.00	Seminar: Financing Sources	Lunch Break
14.00 – 15.00	Roundtable: Team Management & Startup Psychology (Discussion + Q&A)	
15.00 – 15.45	Seminar: Market Research + Plan	Workshop: Pitching Presentation G1
15.45 – 16.30	Seminar: Financial Plan	Workshop: Pitching Presentation G2
16.30 – 17.00	Break	Break
17.00 – 18.00	Roundtable: Success Stories and Entrepreneur/Investor experiences	
20.00 – 24.00	Networking Cocktail + Party + Overnight Challenge	

## 2.4. Day 3 - "Pitch & Sell"

### 2.4.1. Pitching for later stage companies

Each pitch will be 5-min followed by a 5-min Q&A. Investors provide feedback in form of a 5-star rating for presentation, business model, innovation, technology, team and scalability. The investors can also tag if they want to meet the startup later.

### 2.4.2. Draft Programme of Day 3

09.00 – 10.00 | Pitching "Smart Cities & eHealth"

10.00 – 10.15 | Break

10.15 – 11.15 | Pitching "Digital Media & Learning"

11.15 – 11.30 | Break

11.30 – 12.30 | Pitching "Manufacturing & Logistics"

12.30 – 13.30 | Lunch Break

13.30 – 14.30 | Pitching "Environment & Agrifood"

14.30 – 16.00 | Investor Meetings

\*During the pitches the meeting area will be open – investor talks can be scheduled during the pitches