

# 1. Startup Bootcamp Social & Climate Impact (3cr)

## General information

Language of Instruction	English
Taught hours	18 hours
Credits	3
Lecturers	Lucie Somers

## Objectives

Tackle social and climate change and conquer the world. During the Startup Bootcamp social and climate impact you will be inspired by the Sustainable Development Goals of the United Nations (SDGs) to further develop a sustainable business concept.

This is an elective course for all students who want to create social impact or tackle climate change.

The language of instruction is English because this opo is also offered to the international students of Star Track

The Bootcamp itself uses the methodology of the ClimateLaunchpad: Europe's largest cleantech business idea competition.

During this online business bootcamp, you will have the opportunity to be coached by professionals and experts on 2 occasions.

At the Final Pitch you will present your business case in front of a professional jury.

## Learning outcomes

- You can translate the Sustainable Development Goals into a business concept
- You investigate the problem with your target group and look for added value
- You can determine the social and climate impact of your concept
- You can make a market analysis
- You can give a first indication of the financial situation of your concept
- You can convince a jury of your concept/startup in a pitch

## **DLR 3: Entrepreneurship**

The student demonstrates entrepreneurship, works independently and as part of a team, takes a methodical and accurate approach, and acts in a solution-focused and innovative way to optimize context-specific business and organisational processes.

- You understand trends and developments in society and the business world, and based on this information you formulate proposals for improvement.
- You take action and risks in creating opportunities for existing and new products/services in the market.
- You write and defend a business plan for a (start-up) company.
- In collaboration with others, you contribute to the optimal exploration of the potential for new and existing products/services in the market for a company and the relevant risks associated with these.

#### **DLR 4: Networking**

The student is customer and service focused, and independently cultivates networks and contacts with various stakeholders.

- Is able to put him/herself in the shoes of others
- Becomes immersed in the customer's situation
- Actively listens (to complaints, problems and customer wishes)

#### **DLR 5: Collaboration**

You work professionally and constructively as part of a diverse team and take responsibility for a range of tasks and roles within a company or an organisation.

- You work together with others. You respond to input from others. You focus on achieving common goals.
- You initiate collaboration with others. You seek the input of team members. You share information/know how and ideas with them. You actively inform the group where you are able to help the group.
- You promote input from others. You steer activities towards achieving the desired situation for yourself and the group.
- You bring forward new ideas so as to enhance the joint outcome

On finishing the Startup Bootcamp Social & Climate impact the student is able to:

- fully map out the process from starting without an idea to startup
- work as part of a team (multidisciplinary)
- devise and develop a new, original business concept
- develop a well-founded approach (creativity, design thinking, BMC, etc.)
- take action to achieve his/her objective (networking, contacting customers or stakeholders, etc.)
- persuade people (jury, stakeholders, potential customers, etc.) of the value of his/her concept (pitch)

### Requirements

English level B1

## 2. Educational activities

### Course content

#### **Kickstart**

We start with a team building to get to know each other better, so we can form good teams. Then you will be inspired to transform the world by the Sustainable Development Goals of the United Nations.

#### **Followed by an online Bootcamp of 9 modules:**

1. Module 1: Founders Dream: It all starts with a vision, an idea, a dream!
2. Module 2: The Deal: Can you explain what you are selling and to whom?
3. Module 3: Market Segmentation: Define the very first market you want to enter.
4. Module 4: Customer Value Proposition: It is crucial to really understand your customer and what value you offer.

5. Module 5: Financials and Key Value Drivers: You build a financial tree to understand the profit potential and margins.
6. Module 6: Social and Climate Impact: What impact do you create in terms of social change or climate change? And are these changes sustainable in the long term, scalable and commercially viable?
7. Module 7: Competitive Advantage: Who is the competition? And how is your offer different from that of the competition?
8. Module 8: Talking to Potential Customers: To validate your assumptions, you need to interact with your target group.
9. Module 9: Pitching

### **Two days of coaching**

In these 2 days, experts are available to listen and answer all your questions, so that you are well prepared to bring your business case during the Final Pitch.

### **Pitch Café**

During a Pitch Café you will pitch your business case in front of a professional jury. This is the time when experts in the field will judge your business case.

### [Teaching methods](#)

Online Bootcamp with coaching sessions and pitch café

## [3. Evaluation](#)

### [Type and form](#)

Continual assessment without examination during the examinations period.

During the Pitchcafé the teams will be evaluated on their business pitch and business concept.

An external jury made up of professionals will evaluate the students' final pitches together with the lecturer.

Learning resources used

### [Method of testing](#)

Open questions, pitch

### [Explanatory notes](#)

### [Resits](#)

No opportunity to resit