



## TRINATIONAL KTUR<sup>2</sup> SUMMER SCHOOL

### CREATING STARTUPS & INNOVATION IN THE UPPER RHINE

25-29 AUGUST 2025

The trinational KTUR<sup>2</sup> Summer School provides first-hand insights into the dynamic world of entrepreneurs.

Over the course of a week, the big questions of any business are examined from a practical perspective: **What is my business model? How do I make money? Where does the funding come from? How can I attract enough customers? Am I suitable as an entrepreneur? What is a business plan? How do I attract and motivate employees?**

Furthermore, do you enjoy meeting students from Germany, Switzerland and France, as well as other international students, and extend your network in the Upper Rhine Region? Then this Summer School is for you! It is a collaboration across borders between University of Strasbourg, University of Freiburg and the University of Applied Sciences and Arts Northwestern Switzerland. The class will comprise of students from all three countries and will have inputs from lecturers and founders from the different universities. The sessions are interactive and each day there is time to apply the tools and techniques to business ideas from the class in interdisciplinary teams.

*The EU project Knowledge Transfer Upper Rhine (KTUR<sup>2</sup>), launched in September 2024, marked the start of systematic cooperation among Upper Rhine universities, research institutions, trade associations, and companies in the field of knowledge and technology transfer.*

TARGET GROUP	Students (undergraduate and graduate) from all Universities at all level in the Upper Rhine region, as well as international students from global partner universities. No prior knowledge or business idea is required.	
TIME/PLACE	<b>Monday 25 August until Friday 29 August 2025.</b> The five days will be divided between University of Freiburg (Germany) for Monday/Tuesday, FHNW Basel (Switzerland) for Wednesday/Thursday and University of Strasbourg (France) for Friday.	
LEARNING OBJECTIVES	<p>Students will learn about business models, customer attraction, ways to make money, key legal aspects and idea development while assessing their entrepreneurial suitability and presentation skills.</p> <p>Courses will be taught exclusively in English by various lecturers and entrepreneurs from Germany, Switzerland, and France.</p> <p><b>The Summer School give 2 ECTS.</b> Active participation during the whole week is required to receive the credits. Please, contact your university regarding the recognition.</p>	
USEFUL INFORMATION	<p>Attending the school is free of charge, lunch and beverages are provided. Also, an exciting evening programme is included. However, <b>transport and accommodation costs have to be borne by the participants.</b></p> <p>You can apply at the following link with a short summary of why you want to be part of our program until June 30, 2025: <a href="https://www.fhnw.ch/en/degree-programmes/business/trinational-ktur-summer-school-entrepreneurship">https://www.fhnw.ch/en/degree-programmes/business/trinational-ktur-summer-school-entrepreneurship</a></p> <p><b>Places are limited.</b> You will hear from us latest by early June 2025 whether your application was successful.</p>	
PROGRAM	MORNING, 9.00 – 12.00	AFTERNOON, 13.15 – 17.00
MONDAY, 25 AUG	<b>Introduction / Ideation / Business Model</b> <ul style="list-style-type: none"> <li>Idea generation with different creativity techniques</li> <li>Selection and development of promising ideas</li> </ul>	<b>Business model development</b> <ul style="list-style-type: none"> <li>Development of the business model for the selected ideas (Magic triangle)</li> </ul>
FREIBURG		
TUESDAY, 26 AUG	<b>Pitching</b> <ul style="list-style-type: none"> <li>How do I present an idea convincingly?</li> </ul>	<b>Market analysis</b> <ul style="list-style-type: none"> <li>5 forces</li> <li>Competition analysis</li> <li>Market segmentation</li> <li>Persona</li> </ul>
FREIBURG		
WEDNESDAY, 27 AUG	<b>Market entry</b> <ul style="list-style-type: none"> <li>How do I reach my customers?</li> <li>Marketing strategy</li> <li>Offline / Online / Sales</li> <li>Pricing</li> </ul>	<b>Minimum Viable Product (MVP)</b> <ul style="list-style-type: none"> <li>How can I test in a quick and cheap way, whether my business idea is viable?</li> <li>How can I constantly improve?</li> </ul>
BASEL		
THURSDAY, 28 AUG	<b>Finances and Funding</b> <ul style="list-style-type: none"> <li>How will my idea work out financially?</li> <li>How much capital do I need?</li> <li>How do I get the required capital?</li> </ul>	<b>Me as an entrepreneur and my team</b> <ul style="list-style-type: none"> <li>What makes a founder?</li> <li>What do I need to consider for my co-founding team?</li> <li>How do I recruit the right employees?</li> </ul>
BASEL		
FRIDAY 29 AUG	<b>Pitches</b> <ul style="list-style-type: none"> <li>Final presentations of the business ideas</li> </ul>	<b>Ecosystem and Closing</b> <ul style="list-style-type: none"> <li>Feedbacks to the groups</li> <li>Entrepreneurial Ecosystem and offerings in the Upper Rhine region by the different universities</li> <li>Awards and Closing</li> </ul>
STRASBOURG		