



TRINATIONAL KTUR² SUMMER SCHOOL ON ENTREPRENEURSHIP

On the way to your own company!

CREATING STARTUPS & INNOVATION AT THE UPPER RHINE

25 AUGUST - 29 AUGUST 2025

FREIBURG (DE) | BASEL (CH) | STRASBOURG (FR)

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TRINATIONAL KTUR² SUMMER SCHOOL

- The trinational KTUR² Summer School provides first-hand insights into the dynamic world of entrepreneurs.
- Either you will work on your own idea or develop business ideas together with other participating students from France, Germany and Switzerland in an interactive setting.
- The summer school will take place in Freiburg, Basel and Strasbourg. You will have time to explore the three amazing cities in the Upper Rhine Region. An exciting evening program is included.
- Attending the school is free of charge, lunch and beverages are provided. However, transport & accommodation costs have to be borne by the participants.



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PROGRAM:

MONDAY, 25 AUGUST 2025, FREIBURG

Business idea generation and development of business models - how can I come up with a business idea? How can I evaluate it? What is a business model?

TUESDAY, 26 AUGUST 2025, FREIBURG

Pitching and Market analysis: How do I present an idea convincingly? You will learn all about the following topics related to market analysis: 5 forces, Competition analysis, Market segmentation and Persona.

WEDNESDAY, 27 AUGUST 2025, BASEL

Market entry and Minimum Viable Product - how does a marketing strategy look like? How do I reach my customers? And how can I quickly test my business idea with the available resources in an efficient manner?

THURSDAY, 28 AUGUST 2025, BASEL

Funding, financials and your founding team - does my idea work financially? How much money do I need and where do I get it from? What to consider when starting my team?

FRIDAY, 29 AUGUST 2025, STRASBOURG

The groups pitch their business models to an international jury and get feedback on how to take their idea to the next stage. We will also look into the ecosystem and where you can get further support.

WHO CAN APPLY:

Students (undergraduate and graduate) from all universities at all levels in the Upper Rhine Region, as well as international students from global partner universities.
No prior knowledge or business idea is required.