

## **ONE-WEEK DIGITAL ENTREPRENEURSHIP SUMMER PROGRAM**

*A journey into Italy's longstanding maker culture, designed for the citizens of tomorrow*

H-FARM, the most important Italian Startup Accelerator and European leader in Innovative Digital Education, is pleased to present its one-week intensive course in Digital Entrepreneurship to be held at H-FARM University Campus. This summer program is designed for students who want to acquire a comprehensive but specific knowledge of Digital Transformation thanks to a specific pathway investigating the best practices in terms of Italian Excellence, Digital Entrepreneurship and Open Innovation.

*«We prepare students for a future that we can't imagine yet, fostering their humanity, investing in their talent, putting the power of art and technology into their hands, empowering them to invent and create»*,  
Carlo Carraro - President, H-FARM Education

### **Objectives**

In this one-week course taught in our Campus, near Venice, students learn new concepts and methods to develop their entrepreneurial projects. Through specific learning activities focused on Digital Transformation, they will be able to apply a creative mindset to innovation processes.

### **Approach**

The course adopts a multidisciplinary approach, develops a spirit of collaboration, and delivers new experiential, hands-on methodologies. All the workshop activities and trips have a strong experiential and non-conventional component, in line with our educational philosophy.

### **What do students do?**

- Build (problem solving) skills
- Bond through teamwork to address real world challenges
- Create their own project (product/service)
- Learn while having fun & experience (visits)
- Explore new fields as possible future paths
- Discover how startups work

## **Lectures schedule**

The program is structured along five teaching modules: Innovation Scenarios, Lean Product Management, User Experience and Design Thinking, Data Analysis, Growth Hacking

### **DAY 1 - INNOVATION SCENARIOS**

The first day, students will get an overview of global changes led by innovation and technology.

#### **Timetable:**

9 AM - 1 PM - H-FARM INNOVATION TOUR\* AND MEETINGS

1 PM - 2 PM - LUNCH

2 PM - 6 PM - LECTURES

#### **Lecture/Discussion Topics :**

- Automation
- Artificial Intelligence
- Machine Learning
- Internet of Things
- Computer Vision

### **DAY 2 - LEAN PRODUCT MANAGEMENT**

The second module is designed to give students an overview of the Lean approach. When it comes to create a new product or launching an idea of startup, in both cases you have to be focused on your final goal bearing in mind the experience of your consumers.

#### **Timetable:**

9 AM - 1 PM - LECTURES

1 PM - 2 PM - LUNCH

2 PM - 6 PM - LECTURES

#### **Lecture/Discussion Topics :**

- Product development strategy
- Target definition
- Focus on customers' needs
- Definition of a business model
- Market research

- Definition of Minimum Viable Product
- Definition of KPIs and metrics
- Pricing and financial modeling analysis
- Communication of the product's roadmap and project management

### **DAY 3 - USER EXPERIENCE & DESIGN THINKING**

The third module helps students to discover the best skills required to make a product/business successful. Students will learn how to focus on the user experience at every step of their project.

#### **Timetable:**

- 9 AM - 1 PM - LECTURES
- 1 PM - 2 PM - LUNCH
- 2 PM - 6 PM – WORKSHOP

#### **Lecture/Discussion/Workshop Topics:**

- Competitive analysis of the students in order to identify the best target
- Definition of the personas that drives the business model
- Use Information Architecture techniques for content management
- Use of responsive design models to build a perfect wireframe
- Project review through public feedback
- Presentation design and public speaking

### **DAY 4 - DATA ANALYSIS**

The fourth module will offer students techniques and skills for data analysis. It will teach how to interpret and present data, how to construct and propose the right storytelling.

#### **Timetable:**

- 9 AM - 1 PM - LECTURES
- 1 PM - 2 PM - LUNCH
- 2 PM - 6 PM - LECTURES

#### **Lecture/Discussion Topics :**

- Understanding the value of data
- Data management through Excel and statistics
- Development of a data-based narrative

- Understanding of database and SQL
- Techniques of data visualization
- Presentation skills

## **DAY 5 - GROWTH HACKING**

In this last module, students will learn how to develop high-potential products focused on the user. They will learn how to develop business-driven projects, with high value from a product and marketing point of view.

### **Timetable:**

- 9 AM - 1 PM - LECTURES
- 1 PM - 2 PM - LUNCH
- 2 PM - 6 PM - WORKSHOP
- 7.30 PM - DIGITAL DINNER

### **Lecture/Discussion/Workshop Topics:**

- Building a Growth Marketing strategy
- Development of a community-first and community-driven approach
- The value of "loyalty" for customers
- "Traction" strategy
- Definition of the steps based on market best practices
- Implementation of the right mindset in terms of growth

### **Logistic Info**

Classes will be based at H-Campus, H-FARM's education facility near Venice: a place where students, teachers, managers and entrepreneurs live side-by-side, creating connections, opportunities and generating ideas. Making the future a beautiful vision.

- Duration

5 full days of lessons & workshop activities + optional week-end.

Check-in: Sunday night.

Check-out: Saturday after lunch (optional week-end with visit of Venice).

Plus: Digital dinner on Sunday, the arrival day; Innovation brunch on Saturday; Visit of Venice for those staying through Sunday.

### **Starting dates**

From June 11 to 17, 2018

From June 25 to July 1, 2018

From July 9 to 15, 2018

### **Fees:**

- € 1,600.00 per student
- A 10% discount is offered for a group of at least 15 students

### **Our program is all inclusive (except flights & visa, nonetheless we can help):**

- All meals (breakfast, lunch, dinner)
- Accommodation
- All transport from/to airport pickup from/to H-FARM
- All domestic transfers and transportation on tour
- Premium insurance and accident coverage
- All learning materials
- Digital dinner on Sunday
- Innovation brunch on Saturday

### **About H-FARM**

Founded in January 2005, H-FARM progressively adopted a model that brought together education, investments in innovative startups, and business consultancy in the same innovation-oriented ecosystem. In the last 10 years, H-FARM invested €25M to support the development of 105 innovative companies, helped over 100 of the most important international brands to take advantage of the opportunities made possible by digital transformation, and educated more than 3,000 students in its digitally-oriented business and entrepreneurship programs.

Structured like a university campus, it is destined to become the most important innovation hub in Europe. H-FARM employs more than 530 people in 5 different locations in Italy and is considered a singularity at the international level.