

PERSONAL ENTREPRENEURSHIP BOOTCAMP - SUMMER 2018

A learning program developed in cooperation between Shenkar College of Tel Aviv and H-FARM.

H-FARM, the most important Italian Startup Accelerator and European leader in Innovative Digital Education, is pleased to present its 3-day bootcamp in partnership with the Shenkar College of Tel Aviv, the prestigious Israeli University of Engineering, Design and Art. Addressed to entrepreneurs, students and professionals, this program is designed to define the strengths and weaknesses of the individual, so making a fundamental starting point to create a good entrepreneurial project.

Thinking outside the box, developing self-awareness, accepting and overcoming failure: these are some of the subjects that will be delivered by the top teachers of the Shenkar College.

Our teaching staff includes Mel Rosenberg, professor of Creative Thinking and Personal Entrepreneurship and Dr. Yaron Haklai, experienced innovation strategist who helps large corporations implement disruptive technologies for the Open Innovation.

Objectives

This three-day bootcamp is designed for global innovators, entrepreneurs, and change-makers, students or company people, who want to develop their own potential, immersed in the H-FARM's innovative ecosystem. The purpose of this bootcamp is not just to grow businesses, but to provide entrepreneurs with the essential skills that make their projects stand out.

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. Lectures will be delivered by a leading teacher from Shenkar College in Tel Aviv and a seasoned entrepreneur from the Israeli innovation ecosystem.

What do students do?

- Be engaged in real world challenges
- Build (problem solving) skills
- Bond through teamwork
- Create their own project (product/service)
- Learn while having fun & experience (visits)
- Explore new fields as possible future paths

Through intensive and hands-on creative workshops, students will be able to:

- Define their strengths and weaknesses
- Interact with international people
- Learn new skills
- Learn creativity methods
- Create effective presentation to communicate concepts and strategies

Lectures schedule

Day 1

Timetable:

9 AM - 1 PM - ACTIVITY

1 PM - 2 PM - LUNCH

2 PM - 6 PM – ACTIVITY

7.30 PM – DINNER WITH NETWORKING

Morning - It's All About You

- How do you define yourself?
- What is your passion?
- What is your professional vision?
- How are you going to go about changing the world?
- Describe your strengths
- Describe your "achilles heel"
- What are the resources that you need? What if you don't have them?

Lunch and Learning:

- Casual events are the best for establishing social ties leading to cooperation. Interact with three colleagues and learn about them.

Afternoon - It's Not About You

- What the world needs now - World Economic Forum Skills for 2020
- The emerging ecosystem
- Can you build a winning team in thirty minutes and make a successful pitch.

Day 2

Timetable:

9 AM - 1 PM - ACTIVITY

1 PM - 2 PM - LUNCH

2 PM - 6 PM – ACTIVITY

7.30 PM – DINNER WITH NETWORKING

Morning - Why being Creative?

- Who are creative people?
- Why is creativity is a two step process?
- Why thinking outside the box is a *cliché*. What do entrepreneurs really do?
- The main stumbling block that prevents people from being innovators
- Practicing creativity methods (including 48create)

Lunch: Create a different eating experience

Afternoon - Pitch and Presentation Skills

- The art and science of storytelling
- Throwing away your deck and Powerpoint
- The secrets of a great oral presentation
- Making sense with dollars

Dinner with Networking.

Day 3

Timetable:

9 AM - 1 PM - ACTIVITY

1 PM - 2 PM - LUNCH

2 PM - 6 PM – ACTIVITY

7.30 PM – PRESENTATION DINNER – AWARDS - PARTY

Morning

- The secrets sauce of entrepreneurs
- The importance of failures and overcoming them

- The Israeli innovation ecosystem
- The role of Meetups and events in building a community
- The role of the coffeehouse: how exchanging and sharing ideas and information helps everyone in the startups ecosystem (trading secrets vs. trade secrets)
- Mentors and tormentors
- The law of 60
- Pivot: taking your invention to another dimension

Lunch: Listen to two pitches, give one

Afternoon

- Cooperating with investors and corporations
- Listening to customers
- Growing pains
- Innovation in large corporations. Is it possible? Is it manageable?
- How to succeed anywhere and everywhere

Faculty

Prof. Mel Rosenberg

Prof. Mel Rosenberg is a scientist, inventor, educator, musician and writer. He currently works at Shenkar College in Israel, where he curates an innovation space and serves as advisor to the President of the College on student matters. He also gives lectures and courses on creative thinking and personal entrepreneurship and has published online resources dealing with creativity, storytelling, oral presentations and other skills on his publishing platform www.ourboox.com. After receiving his doctorate in microbiology, Prof. Rosenberg held faculty academic positions at the [Sackler Faculty of Medicine](#) and [Goldschleger School of Dental Medicine](#) at Tel Aviv University. He received honorary appointments at the [University of Rochester](#), [University of Pennsylvania](#), [University College London](#) and [University of Toronto](#).^[1]

Yaron Haklai

Yaron Haklai is an experienced corporate innovation strategist working with large companies, organizations and health care systems, helping them detect and implement new disruptive technologies and promote both internal and open innovation. Until recently, he was in charge of innovation and business development at Clalit Health Services, the largest health maintenance organization in Israel and one of the largest globally, with over 4 million customers, 14 public hospitals, 1,600 clinics and over

20,000 doctors and nurses, promoting new ventures, strategic alliances and global collaborations in digital health and leading advanced digital projects. Yaron Haklai is highly active in the ecosystem of Israeli entrepreneurs, maintains ongoing activities for entrepreneurs and startups for over 10 years (together with innovation leaders like hi-tech pioneer Dr. Yossi Vardi, Jeff Pulver and others).

Dates and fees

The bootcamp is offered in the following dates:

From July 5 to 7, 2018

From July 12 to 14, 2018

From July 19 to 21, 2018

The **fee** for the 3-day bootcamp is set at € 1,200.00 per student

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

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

About Shenkar College

The Shenkar College of Tel Aviv has established itself as one of the leading colleges in Israel. Every year, Shenkar's graduates find themselves in the forefront of research and the industry, exhibit their works, participate in competitions and win prestigious awards. Combining faculties of engineering, design and art is the basis of this institution's unique multidisciplinary academics, allowing students and professors to combine cutting-edge technologies with contemporary design and artistic concepts. Each faculty has its own character, yet maintains fruitful collaborations with the other faculties, exposing students to a variety of disciplines and different fields of knowledge.

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.