TWO-WEEK DIGITAL ENTREPRENEURSHIP 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 two-weeks course in Digital Entrepreneurship Program to be held at H-Campus, H-FARM's education facility near Venice. This 2-week course in H-FARM is dedicated to university students and is a journey into the Italian culture to explore how creativity can be applied to innovation processes.

«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 two-week course participants will have the opportunity to attend lessons and experiential workshops. The teachings will be focused on new methods for the development and promotion of products and services.

Approach

The program is structured in 5 modules with lesson and workshop activities about Innovation Scenario, Lean Product Management, User Experience & Design Thinking, Data Analysis and Growth Hacking. As a fundamental part of this experience, students will take part in 2 visits at the headquarters of leading Italian companies. They will also meet some of the most influential personalities who are committed in making a change in society.

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
— Discover how startups work

Lectures schedule

The program offers a full agenda including 12 full days of lectures, 2 workshops, 2 visits to leading Italian companies and 1 or 2 city experiences + digital dinner + innovation dinner.

DAY 1 - INNOVATION SCENARIOS

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

Timetable Day 1:

9.30 AM - 1 PM – H-FARM TOUR AND INNOVATION SCENARIO
1 PM - 2 PM – LUNCH
2 PM - 6 PM – LECTURES

Lecture/Discussion Topics :

— Automation

— Artificial Intelligence

— Machine Learning

— Internet of Things

— Computer Vision

— Augmented Reality

DAY 2 & 3 - USER EXPERIENCE AND DESIGN THINKING

In the second and third day, students will discover the best skills required to plan a complete online experience that makes a product stand out. They will learn how to focus on the user experience at every step of the project.

Timetable Day 2:

9 AM - 1 PM – LECTURES
1 PM - 2 PM – LUNCH
2 PM - 6 PM – COMPANY VISIT

Timetable Day 3:

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

Lecture/Discussion 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 & 5 - LEAN PRODUCT MANAGEMENT

This module is designed to give students a first overview of the Lean approach, in order to improve their entrepreneurial skills bearing in mind the customers' experience.

Timetable Day 4:

9 AM - 1 PM – LECTURES
1 PM - 2 PM – LUNCH
2 PM - 6 PM – COMPANY VISIT

Timetable Day 5:

9 AM - 1 AM – LECTURES
1 PM - 2 PM – LUNCH
2 PM - 6 PM – BUSINESS GAME

Lecture/Discussion/Workshop 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 6 & 7 – CITY EXPERIENCE

The week end will offer students the possibility to visit some of the most beautiful Italian cities, from Venice to Milan, Florence or Rome. Students will visit the most important museums to understand and enjoy the history of innovation through the last centuries.

DAY 8 & 9 – DATA ANALYSIS

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

Timetable Day 8:
9 AM - 1 PM – LECTURES
1 PM - 2 PM – LUNCH
2 PM - 6 PM – MEETING STURTUP

Timetable Day 9:
9 AM - 1 PM – LECTURES
1 PM - 2 PM – LUNCH
2 PM - 6 PM – COMPANY VISIT

Workshop 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 10 & 11 – GROWTH HACKING

In this module, students will learn how to develop high-potential products focused on the user. Each student's project will be business-driven and it highly valuable from a data, product and marketing point of view.

Timetable Day 10:
9 AM - 1 PM – LECTURES
1 PM - 2 PM – LUNCH

2 PM - 6 PM – COMPANY VISIT

Timetable Day 11:
9 AM - 1 PM – LECTURES
1 PM - 2 PM – LUNCH
2 PM - 6 PM – BUSINESS GAME

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

DAY 12 – THE ITALIAN HOUR AND INNOVATION TOUR

What do we mean by "Italian Excellence"? Students will have the chance to meet some of the most influential Italian personalities who are committed in making a change in society.

Timetable Day 12:
9 AM - 1 PM – ITALIAN HOUR
1 PM - 2 PM – LUNCH
2 PM - 6 PM – INNOVATION TOUR
7.30 PM – INNOVATION DINNER

— Logistic Info
Classes will be delivered 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
12 days of lessons & workshop activities + food & tour experiences + companies tour.

Check-in: Sunday night

Check-out: Saturday after

Starting dates

From June 4 to 15, 2018

From June 18 to 29, 2018

From July 2 to 13, 2018

Fees:

- € 2,700.00 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

• Final innovation demo dinner

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.