



The Innovation Summer School  
Geist21 is supported by:



**WEINBERG CAMPUS  
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IMWS**



**embedding  
entrepreneurship  
education**

	SUNDAY SEPTEMBER 24	MONDAY SEPTEMBER 25	TUESDAY SEPTEMBER 26	WEDNESDAY SEPTEMBER 27	THURSDAY SEPTEMBER 28	FRIDAY SEPTEMBER 29
07:15		Breakfast @ Cafe DIEM	Breakfast @ Cafe DIEM	Breakfast @ Cafe DIEM	Breakfast @ Cafe DIEM	Breakfast @ Cafe DIEM
08:00		Drive to ThermHex	Drive to Biozentrum	Drive to SKZ	Drive to ThermHex	Drive to ThermHex
08:30		<i>Jochen Pflug</i> Welcome, introduction to production line and products	<i>Florian Bratzke, Univations</i> Introduction Business model CANVAS	<i>Steffen Jäger, SKZ (Süddeutsches Kunststoffzentrum)</i> Composites & Bonding	<i>Tony Wiegandt, Nico Müller, EJOT</i> introduction EJOT Testline	<i>Tina Nebe, Pioneer Communications</i> Marketing & Communication for Innovations & new Products
10:30		Coffe break	Coffe break	Coffe break	Coffe break	Coffe break
10:50		Part 1 Brainstorming, application, product, target group, presentation participants ideas	Business Model CANVAS	SKZ	EJOT Testline - work on product	Final work on product
12:00	Lunch					
12:45	Presentation of results					
13:00		Lunch	Lunch	Lunch	Lunch	
13:45		<i>Sven Wüstenhagen, Fraunhofer IMWS</i> Examples for resource efficiency and lightweight material in furniture	Business Model CANVAS	Drive to Eigenbaukombinat Halle	EJOT Testline - work on product	Closing Ceremony attendees certificate Feedback formula
14:30				EKB - work on product		
14:45		<i>Aart van Bezooijen, Burg Giebichenstein Kunsthochschule Halle</i> Digital Crafts - A new relationship between designers and materials	Walk to Fraunhofer  <i>Thomas Wagner, André Henkel, Fraunhofer IMWS</i> Material tests			
15:00						
16:00		Coffe break		Coffe break	Coffe break	
16:15		Part 2 Brainstorming, evaluation of participants ideas regarding lectures	Walk to Dinner location	Coffe break	Lamination of boards and panels work on product	
17:00	Welcome reception, Agenda, Introduction TH					
18:00	Extrapolation Bundestagswahl		Dinner @ Krug zum grünen Kranze			
18:30	Short introduction participants	Dinner @ ThermHex with Pizza & Co.		Dinner @ The One		
19:00	Dinner @ Café DIEM				Dinner @ ThermHex	
19:30						
20:00	guided city tour (app. 45 min) <i>Christina Hampel</i>					