



柏林工业大学冬季学期 创新创业课程

Technische Universität Berlin Winter Session
Startup Crash Course: From Idea to Reality



项目导语

Program Lead-in

作为柏林地区唯一所理工类大学，柏林工业大学在世界上享有盛誉，不仅是德国的第一所工业大学，是世界著名理工大学，也是世界顶尖理工大学之一。柏林工大科研实力雄厚，其将纯理论研究与应用研究置于同等重要的地位，且该校具有鲜明的国际化色彩。每年会有来自全球 40 多个国家的学生参加柏林工大所提供的独特的实践学术课程。

本课程将通过互动讲座，案例研究及创业场景模拟等方式，向您提供如何从一个创业理念到创建公司，逐渐将其发展为高质量的商业模式并推向成功的真知识。参加 Startup Crash Course，让您真正了解创业公司，创办企业，商业模式和创业精神。



院校简介

University Introduction

柏林工业大学（Technische Universität Berlin）

柏林工业大学位于德国首都柏林，坐落于柏林夏洛特堡区。是德国九所卓越理工大学联盟 TU9 成员之一，也是柏林地区唯一一所理工科大学。

TU9 是德国理工大学联盟，它是德国九所工业大学的联合平台。TU9 联盟主席 Ernst Schmachtenberg 博士教授指出，“TU9 理工高校联盟就是科研实力的代名词”。



项目特色

Program Key points

- **感悟名校**
深度考察德国理工科名校，感悟名校正能量
- **品质学科**
所有课程均由 TUB 各学院教授、讲师亲自授课，与 TUB 本校学生共享世界顶尖学术资源
- **官方学分**
所有课程均为 TUB 认定课程，顺利通过考试的学生可获柏林工业大学认可的 5 个学分及官方成绩单
- **成长收获**
收获专业前沿知识，锻炼语言能力，拓展国际视野，培养独立人格
- **服务保障**
专业服务，让留学变简单，让参加者和家人更安心



项目时段

Program Period

1. 课程时段

2019 冬：1 月 7 日至 1 月 31 日

2. 报名截至

2018 年 10 月 31 日

3. 注意事项

抵达柏林：1 月 6 日，10:00 至 18:00 入住

离开柏林：2 月 1 日，08:00 至 10:00 退房

接机安排：1 月 6 日，10:00-12:00，泰戈尔机场



项目内容

Program Details

1. 目标群体

有一个创业的想法，但知道如何开始；
正在经营一家企业，希望增加利润；
想成为一名企业家，但不知道如何实现；

2. 学习目标

- ✚ 知道在创办企业时从哪里开始
- ✚ 知道开展业务需要采取哪些步骤
- ✚ 能够形成高质量商业模式
- ✚ 能够向各种利益相关者推介

3. 课程组成：

互动讲座，案例研究，实时实验，及与成功的企业家和初创场景玩家互动



项目生活

Program Life

1. 住宿和餐饮

本项目不含住宿费。学生可以根据自己的喜好选择不同的住宿，住宿价格区间为 400 欧至 840 欧不等。学生个人生活费的高低取决于个人生活习惯和需求标准。一般每天人均餐饮消费约 10 至 20 欧元。

2. 课外生活

学生可以积极参与学校组织的课外活动或是利用课余时间，约上同学一起参观国会大厦，勃兰登堡门，菩提树下大街，柏林墙，犹太人纪念碑等等，亲身体验德国首都柏林的深厚历史和文化，丰富自己的留德生活。





项目费用

Program Fee

1. 项目费用明细

3380 欧元

2. 费用说明

项目费包：申请费，学费，校方指定医疗保险，海外保险费，快递费，服务费等。

费用不包含：住宿费，课外活动费，餐费，签证费，国际往返机票，个人消费等。

费用内容及支付说明以各项目参加协议为准。



申请条件

Qualification Student

1. 报名资格

我校全日制在校生，在校期间成绩优秀、品行端正

2. 成绩要求

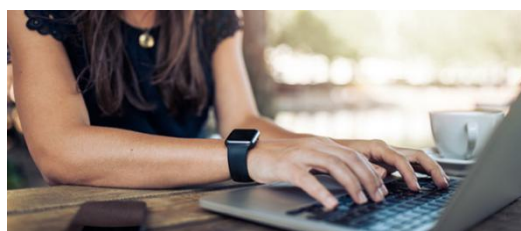
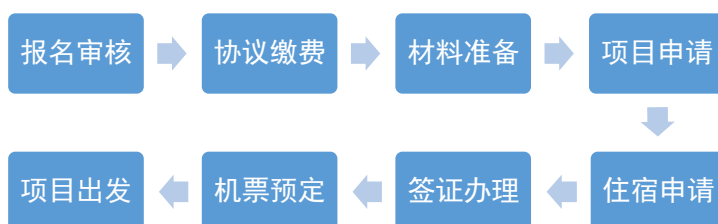
GPA 3.0/4.0

托福：80+，或雅思：6.5+，或 CET4/6：500+



申请流程

Participation Process



报名方式

Sign up Information

- 关于项目构成以及学习内容，请咨询：**环球翔飞教育集团**
 - 电话：021-5566-1085
 - 工作时段：周一至周五 9:00—18:00
- 关于报考、签证手续及留学生活指导，请咨询：**环球翔飞教育集团**
 - 电子邮箱：duanqi@xf-world.org
 - 咨询电话：021-5566-1085
- 关于院校学分转换请咨询各校院系教务处



附录 课程说明

Startup Crash Course: From Idea to Reality

● Topic

From a startup idea to a successful business model and a winning startup pitch.

Take part in the Startup Crash Course to learn all about startups, launching a business, business models and entrepreneurship.

● Target group

Anyone who:

has a startup idea and doesn't know how to start;

runs a business and wants to increase the outcome;

wants to become an entrepreneur, but is still guessing whether it is the right way to go.

● Learning Goal/Output

After completing the Startup Crash Course, students will:

know where to start when launching a business

know which steps to undertake in order to launch a business

be able to form a high quality business model

be able to pitch to various stakeholders

● Course Components

Lectures with interactive elements, case studies, interaction with real startup scene players, individual and group work aimed to form a business model, pitching.

There will be 18 hours of class sessions per week

● Short Description

99% of new businesses fail. We, creators of this course, think that the main reason is a bunch of myths around the startup scene. Those myths give you wrong expectations and crippled instruments.

The main goal of this course is to increase the success rate of startups. We don't do it, cause we are nice pals. Our business models are based on the success rates of startups. We really hope you will use and share the knowledge you have got here.

Startup crash course offers real knowledge of how to start a company and push it to success. It will have three main parts: the structured approach, real-time experimentation and feedback.

The structured approach is given through lectures and case studies, which serve as a compass. Real-time experiment consists of individual and group work that makes you try all the new concepts and implement them to your business idea. Feedback comes from interaction with successful entrepreneurs and startup scene players.

Those who develop a high quality business model may be put in contact with Berlin startup supporters.

● Prerequisites

The general prerequisites of the TU Berlin Winter University, are that candidates have B2 level English and at least one year of university experience.

IMPORTANT – Every student should prepare a business idea that will be the base for individual and group tasks during the course. Think of the following questions:

Who are the customers?

What problem does this product solve?

What are the main components of this product?

● **Lecturer(s)**

Daria Markova, MBA and MA in Economics, Project leader / Coordinator of the Summer School

Daria is a cofounder of a fast growing coworking space in Berlin that supports startup and tech expert communities. Her story includes working in art, nonprofit and corporate worlds. She performs as a speaker on numerous business events and as a member of startup competition juries. Her main goal is to increase the quality of startup scene.

Mario Steinbuch, Entrepreneur and Startup mediator

Mario is running an invite-only international business club for successful entrepreneurs, CEOs and investors. He also acts as a mediator in startup environment.

Mario started his entrepreneurial journey very early. His projects include a fintech startup and even introducing a new sport to his home city!





附录 课程安排

TU Berlin Winter University 2019 January 7th - January 31st Course Syllabus: Startup Crash Course

Week 1: January 7th - 13th

	7	8	9	10	11	12	13
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00 - 10:30		Pitch feedback & best practice	Fireside chat I	Startup myth busting I	Session Title	Cultural Session	
11:00 - 12:30	Welcome breakfast and Introduction	Group ex.: best practice pitch	Fireside chat II	Startup myth busting II	Cultural Session		
	Lunch						
14:00 - 16:00	Student idea pitch session	Guest Pitches	Cultural Session	Idea game: how to come up with ideas?			
16:30 - 19:00	Welcome Dinner						

Week 2: January 14th - 20th

	14	15	16	17	18	19	20
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00 - 10:30	The customer approach	Product development and USP	Business Models	The importance of the team	No class	Cultural Session	
11:00 - 12:30	Individual ex.: chicken or egg?	USP game	Group ex. monetization models	Group dynamic role play	Cultural Session		
14:00 - 16:00	The concept of an MVP	USP presentation	Cultural Session	Team exercise			
16:30 - 19:00	Cultural Session m		Cultural Session				

Week 3: January 21st - 27th

	21	22	23	24	25	26	27
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00 - 10:30	Organisation, growth and pitfalls	The bigger picture	Pitch practice I	Digital marketing & sales	No class	No cultural program, so that students can potentially travel by themselves	
11:00 - 12:30	Startup toolkit	Business canvas preparation	Pitch practice II	Group exercise: creating a campaign	No class		
14:00 - 16:00	How to use your toolkit	Business canvas discussion	Cultural Session	Campaign presentation	Cultural Session		
16:30 - 19:00	Cultural Session		Cultural Session		Cultural Session		

Week 4: January 28th - January 31st

	28	29	30	31	1	2	3
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9:00 - 10:30	Basic financials	Types of funding	Hot seat session I	Final idea pitch to experts I	Departure		
11:00 - 12:30	Game: income statement	Types of investors	Hot seat session II	Final idea pitch to experts II			
14:00 - 16:00	Financial partners	Game: in the shoes of an investor	TBC	Free discussion & next steps			
16:30 - 18:00	Cultural Session						
18:00 - 19:00	Cultural Session			Farewell Party			

Assessment information for students:

Assessment information for students

Relevant for the assessment of this course:

- Attendance & attention: minimum of 80% attendance required for successful completion
- Presentations during the course (marked BLUE)
- Final pitch session in front of experts

Reading list:

Week 1

The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company – Steve Blank

Week 2

Business Model Generation – Alexander Osterwalder & Yves Pigneur

Business Model You: A One-Page Method For Reinventing Your Career – Timothy Clark

Week 3

Close.io Blog - <http://blog.close.io/author/steli-efti>

Week 4

Slicing Pie: Funding Your Company Without Funds – Mike Moyer

General:

Business Model You – Tim Clark, Alexander Osterwalder, Yves Pigneur

The Lean Startup – Eric Ries

The 4-hour work week – Timothy Ferriss



柏林工业大学冬季学期创新创业课程
报名表 | Sign-up Sheet

● 请用“√”选出您想申请参加的课外活动（optional）：

Activities	Date	Price	请打“√”表示
Dresden Trip	1月19日	70	

● 请用“√”选出您想申请的住宿：

Accommodation	Breakfast included	Bathroom	Price	请打“√”表示
CIEE Twin Room	No	En-Suite	400€	
Steps Hotel Twin Room	Yes	En-Suite	686€	
Three Little Pigs Single Room	No	Shared on corridor	840€	
Three Little Pigs Twin Room	No	Shared on corridor	560€	

Part 1 申请者身份信息（中文填写）

姓		名		出生日期	年/月/日	性别	
姓名拼音	大写	国籍		出生地		民族	
宗教信仰		身份证号				有效期	年/月/日

Part 2 申请者旅行证件信息（中文填写）

护照号		有效期	年/月/日	签发地		旧护照号	若有
有效签证	(请填写目前持有的所有有效签证的国家、类别、有效期，如美国，B1/B2，2025年1月1日)						
拒签历史及理由							

Part 3 申请者学术信息（中文填写）

在读院校		院系		入学年份	
专业		绩点	绩点 / 满分	学制	2/3/4/5 年
在读学历	本 / 研	年级		CET4 成绩	CET6 成绩
TOEFL 成绩		小分成绩	听力 / 阅读 / 口语 / 写作	考试时间	年/月/日
IELTS 成绩		小分成绩	听力 / 阅读 / 口语 / 写作	考试时间	年/月/日

Part 4 申请者通讯信息（中文填写）

手机号码		电子邮箱	
QQ 号		微信号	(部分项目期间，带队老师会通过微信与学生交流)
居住地址	(请认真、完整填写长期居住、生活的地址，如学校宿舍或家庭地址)		邮编
邮寄地址	(请认真、完整填写以便邮寄录取信等重要材料)		邮编
紧急联络人信息	姓名	性别	关系
手机号码		电子邮箱	
居住地址	(请认真、完整填写长期居住、生活的地址，如家庭或单位地址)		邮编

Part 5 申请者健康信息（中文填写）

整体状况	(请描述自己目前及长期以来的身体状况，是否健康，是否有残障等)
重大病史	(请说明自己是否曾罹患心脑血管疾病、哮喘、骨折等重大疾病或伤害)
用药需求	(请说明自己是否需要长期服用中西医药物，是否需要常备某种药物)

药物过敏	(请描述自己是否对某种或某类药物有过敏反应, 如阿司匹林、青霉素等)	
环境不适	(请描述自己是否容易在某种环境中感到不适, 如花粉、强紫外线等)	
饮食忌口	(请描述自己是否对某种或某类食物有过敏反应, 如花生、海鲜等, 或对食物有特别需求, 如不食猪肉、素食主义等)	
其他事项	(请补充其他你希望项目主办方了解的信息, 以便我们更好地保障你在项目期间的安全)	
请务必确保所有信息真实有效并填写完整		本人签名: 签名日期: