



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Inno-East Entrepreneurship Bootcamp

SUMMER SCHOOL AGENDA

02-14 September, 2024

BAKU BUSINESS UNIVERSITY

88a H. Zardabi St. Baku, Azerbaijan

September, 01 Sunday		
	Meeting students at airport and their replacement to hotel	Airport, City hotel Baku

September 02 Monday		
08:30 -09:00	Departure from the hotel	City hotel Baku
09:00 – 10:00	Opening ceremony	Room 508 Room 519
10:00 – 10:30	Meeting with rector of Baku Business University	
10:30- 11:30	Campus tour	
11:30- 13:00	Ice-Breaking Session To introduce participants to one another while engaging them in a problem-solving mindset that will be beneficial for the training ahead.	
13:00 – 14:30	Lunch	
14:30 – 16:30	Keynote Speech: "The Entrepreneurship and Entrepreneurial Mindset"	
16:30 - 18:00	Networking Event	

September 03 - Tuesday		
09:00 – 10:00	Azerbaijan Language Class	Room 508 Room 519
10:00 – 11:30	Workshop: Identifying Business Opportunities (part1)	
11:30-11-45	Break	
11:45-13:00	Workshop: Identifying Business Opportunities (part2)	
13:00 – 14:00	Lunch	
14:00- 15:00	Seminar: Understanding Market Needs	

15:00- 16:00	Practical Session: Conducting Effective Market Research	
16:30 – 17:00	Group Work: Market Analysis	
	Visit to Maiden Tower, Shirvanshah palace, Inner city	

September 04 -Wednesday		
10:00 – 13:00	Visit to The National Confederation of Entrepreneurs (Employers) Organizations of the Republic of Azerbaijan (ASK) <i>“Entrepreneurship ecosystem of Azerbaijan”</i>	Landmark III, 2nd floor
13:00 – 15:00	Lunch (departure to BBU)	
15:00-16:00	Lecture: From Idea to Product	
16:00 – 17:00	Interactive Session: Design Thinking and Prototyping	
	Carpet museum, Dagustu park	

September 05 -Thursday		
10:00 – 12:00	Visit to KOBIA – the house of SMEs <i>“Meeting with young entrepreneurs”</i>	Ziya Bünyadov prospekti, 38C
12:00 – 13:00	Lecture: Business Model Canvas	
13:00 – 14:00	Lunch	
14:00-15:00	Group Activity: Crafting Your Business Model	
15:00 – 16:00	Team Presentations: Business Model Pitches	
	Visit to Haydar Aliyev Centre	

September 06 - Friday		
09:00 – 10:00	Azerbaijan Language Class	Room 508
10:00 – 12:00	Branding and Marketing - Building Your Brand Identity	
12:00 -13:00	Group Discussions: Marketing Plan Development	
13:00 – 14:00	Lunch	
14:00 – 19:00	Visit to Atashgah Fire Temple Visit to Gobustan National Historical-Artistic Preserve and Mud Volcanos	

September 07 - Saturday		
06:00 – 11:00	Departure from the hotel	
11:00 – 13:00	Visit to the Palace of Shaki Khans, featuring stunning Shebeke stained glass windows.	
13:00 – 15:00	Lunch	
15:00 – 16:00	Shaki Caravanserai, an ancient roadhouse for silk road traders.	
16:00- 17:00	Visit the Shaki History Museum to learn about the region's past.	
19:00-22:00	Dinner followed by a traditional Azeri music performance.	

September 08 – Sunday	
09:00 – 12:00	Visit to a local workshop to see Sheki silk scarves being made Visit to Kish Albanian Church
12:00-13:00	Visit to Gakh region
13:00- 14:00	Lunch in traditional Azerbaijan Gax restaurant close to the Gakh Spring
14:00	Departure to Baku and free time

September 09 -Monday		
10:00 – 11:00	Visit to INNOLAND – business incubation and acceleration center <ul style="list-style-type: none"> • Startup Ecosystem in Azerbaijan • The Role of Incubators and Accelerators in the Startup Ecosystem • Funding Models for Incubators and Accelerators 	Zaur Nudirəliyev, 79
13:00 – 14:00	Lunch	
14:00- 15:00	Building a Robust Mentor Network	
16:00 – 18:00	Boulevard tour	

September 10 – Tuesday		
09:00-10:00	Azerbaijan Language class	
10:00 – 11:00	Seminar: Legal Foundations for Startups	Room 508
11:00- 11:30	Break	
11:30-13:00	Workshop: Intellectual Property and Patents	
13:00 – 14:00	Lunch	
14:00 – 16:00	Visit to Azerbaijan Women Entrepreneurship association	AWEDA building
16:00 – 20:00	Departure to Ganja	

September 11 – Wednesday	
10:00 – 11:00	Visit to the mausoleum of Azerbaijan’s classical poet Nizami Ganjavi.
11:00 – 12:00	short trip to Lake Goygol and German colon
12:00 – 14:00	Lunch
14:00- 17:00	Visit to the Bottle House, a unique building decorated with thousands of glass bottles. Visit the Ganja Gate, remnants of the old city walls, which tell tales of the city's ancient past. Visit to Khan Bagi

September 12 – Thursday		
10:00 – 11:00	Seminar: Investor Relations Training	ADAU meeting hall
11:00 – 12:00	Panel Discussion: Angel Investors vs. Venture Capitalists	
12:00-13:00	Mock Investment Pitches	

13:00 – 14:00	Lunch	
14:00-16:00	Visit to Agriculture university campus- university botanical garden, wine factory and farms	
16:00-20:00	Departure to Baku	

September 13 – Friday		
10:00 – 13:00	Workshop: Transformation leadership organized by Azerbaijan HR institute	Room 508
13:00-15:00	Closing Ceremony, Awarding of Completion Certificates	
18:00-21:00	Farewell diner	