innova.ventures GmbH

PGM #	Format	Modules	Tagline	Description / Highlights	Overview	# of Days	Target Audience	Audience size	Number per year	Pre-Requisite	When
1	Seminar	1	Introduction to Innovation Management	This couse is a very intensive introduction and mix of theory and practice.	This module discusses the different concepts of closed and open innovation, where they have been successful and where they have failed and why. It discusses the innovator's dilemma in managing sustainable innovations within a company and what effect disruptive technologies may have. It discusses technology "S" curves and potential strategies around innovating from inside and acquiring from outside. At the end it focuses on the dangers but also opportunities of globalization on entrepreneurship. Finally it discusses and shows examples of Digital Tools to support Innovation Management in SMEs up to Corporations.	3	Executives, Managers, and Entrepreneurs	20<=60	30	-	Contact us
2	Consultation	1	Start(up)	Start(up) is a discovery service.	Start(up) is a service to give you first feedback on your start-up idea , whether it seems viable, has already been invented, possible market issues and food for thought before moving further down that path.	1	Entrepreneurs, Intrapreneurs	3<=5	100	1	Contact us
3	Consultation	1	Team(up)	Team(up) is an evaluation of the start-up Team	The "Team" is the most important element of a start-up. This service evaluates each existing team member, analyzes strenths and areas for improvement and also recommendations for further skills to be aquired by team members or by adding new team members.	2	Entrepreneurs, Intrapreneurs	5<=10	50	2	Contact us
4	Seminar	1	Start-in-Garage	Taking the first real steps	Start in Garage is dynamic educational program aimed at anyone who is interested in founding a technology company or working for a technology company. The program combines key topics in strategy, operations and business essentials for launching and operating a successful technology company. The program helps to build a sustainable world-class company and expand company presence into the global markets. The program is rich with practical exercises, guest lectures, case analysis and discussions.	5	Entrepreneurs, Intrapreneurs, Software startups and early stage companies	15<=20	3	3	Contact us
5	Seminar	1	Win the Market	How to get into the Market	Advanced software and internet business topics covered by Win the Market educational program. The topics include software sales, business in social media, investing in technology companies, leadership and team building and other. Win the Market focuses on topics: Sales in technology business, Investing in technology companies, Social Media for growing business, IT leadership and team building	5	Entrepreneurs, Intrapreneurs, Software startups and early stage companies	15<=20	3	4	Contact us

innova.ventures GmbH

PGM #	Format	Modules	Tagline	Description Highlights	Overview	# of Days	Target Audience	Audience size	Number per year	Pre-Requisite	When
6	Workshop	1	Experimental Labs	Due Diligence, Shake up your model and Pivot!	innova.ventures organizes laboratory experiments where the function and performance of high-expectation start-ups are evaluated. The results of experiments give entrepreneur candidates, financiers and policy makers a deeper understanding of the actual workings of real-world new markets. Experiments point out how high-expectation entrepreneurs should cultivate market outcomes, which behavior should guide trust building between the formers and their potential financiers, and how policy makers should design and test "rules of the game". The Academy provides students with the opportunity to explore entrepreneurial ideas and develop practical entrepreneurial skills to be implemented in an "incubator without borders" environment and turned into high-expectation start-ups ("entrepreneurial growth companies"). The outcome of the Experimental Lab session is a "better" business plan that has been challenged in multiple dimensions	5	Entrepreneurs, Intrapreneurs, Software startups and early stage companies	15<=20	5	5	Contact us
7	Seminar Series	several	Summer School	A Seminar series taylored to the customer needs from above content	Focus is on the more theoretical aspects	15	Entrepreneurs, Intrapreneurs, Software startups and early stage companies	20<=40	2	3	Contact us
8	Workshop Series	several	Boot Camp	A Workshop series taylored to the customer needs from above content	Focus is on the more practical aspects (Summer School is a pre-requisite)	15	Entrepreneurs, Intrapreneurs, Software startups and early stage companies	20<=40	2	7	Contact us
9	Intensive Workshop	1	Deep Dive	Dive deeply into one of the most intense and innovative places in the world.	Deep Dive is 2-week long hands-on educational program held in Silicon Valley, the epicenter of technology entrepreneurship. Deep Dive helps technology companies and investors extend their business operations overseas by establishing partnerships and connections, setting up a local presence and accelerating cross-border business development. Deep Dive program was shaped to facilitate your understanding of how Silicon Valley works for global companies. Deep Dive program includes networking with Silicon Valley entrepreneur and investment communities, successful entrepreneur stories, case discussions, project pitches, company visits, after hours parties, Stanford/Berkeley campus visits, VC meetings, company exit examples and presentations from founders operating in both global regions and Silicon Valley. Deep Dive training sessions are delivered by investors, Silicon Valley serial entrepreneurs and expert guest speakers. Moderated team discussions will be used to help participants assimilate the information-rich content. Deep Dive VIP status allows participants to use their own projects, situations, and problems as program case studies with the participation of Silicon Valley experts. VIP participants also receive an exclusive coaching session with venture capitalists and technology professionals	14	Entrepreneurs, Intrapreneurs, Software startups and early stage companies	15<=20	2	6	Contact us

innova ventures GmbH

PGM #	Format	Modules	Tagline	Description / Highlights	Overview	# of Days	Target Audience	Audience size	Number per year	Pre-Requisite	When
10	Access to Market	1	Get Traction	Gain access to the market and customers, establish the company in US	Get Traction is about getting out of your new venture to find new customers, tune your product and understand "your" market. You will be working on your business model assumptions in the real world. Prove you can build a high potential company in the global market by actually doing it. Only five selected teams will be working to get traction for 10 weeks in Silicon Valley, heart of technology entrepreneurship. Each team must have 1 or 2 founders in Silicon Valley. The rest of the team with at least 3 members can be located outside of Silicon Valley. The Get Traction approach involves a lot of hard work for the founders. Each team has to prove it can execute towards an ambitious vision, is hungry for success and ready to take over the universe. We create an environment that can boost the founders and increase their chances for success:	70	Entrepreneurs, Intrapreneurs, Software startups and early stage companies	10<=20	1	9	Contact us
11+12	Seminar	2	Seminars for Innovation Excellence 1. How to Lead Leaders and High-Performance People 2. Create Commitment and Increase Performance	•Effective Leadership: Exemplify Authenticity and Natural Authority •Value Driven Leadership: establish Rapport and Passion •Motives and Goals: How to build Commitment and Generate Performance •How to Lead High-Performance Leaders: Outstanding Leadership	Coaching and leadership of leaders has become more demanding: strong personalities demand autonomy, self-responsibility, and self-actualization for creating and putting Innovation into action. Active, motivational, and professional leadership is needed. Only these who are able to convey their own goals – so that they are passed on by executives – achieve engagement and commitment in all levels of the company, which ensures lasting innovation and success.	4	Executives, Managers, and Entrepreneurs	15<=20	8	10	Contact us
13	Seminar	1	Motivational Excellence	•Motivation theories - forms of motivation - Motivation possibilities •Self-motivation and external motivation	Initiative and motivated employees are the essence for a company. It depends on you whether your products and services can only be measured by the price or go with a sympathy bonus into the race. As a manager, it is your job to strengthen the sense of responsibility and initiative of your employees , and to use the resources of the individual employees more intensively. In this one day seminar, you will learn to optimize your personal motivation behavior and the motivation behaviors of your employees, to decipher the real needs and values of employees, and to align these with corporate goals. Practical solutions to motivation problems in your daily work make this one day seminar perfect.	1	Executives, Managers, and Entrepreneurs	15<=20	8	11+12	Contact us

innova.ventures GmbH

PGM #	Format	Modules	Tagline	Description / Highlights	Overview	# of Days	Target Audience	Audience size	Number per year	Pre-Requisite	When
				•Values-based Motivation Management 🗓SEP •Motivation to master difficult challenges							
14	Seminar/ Workshop Series	3	Technology Entrepreneurship & Innovation Management	The "must-have" course for entre-(intra) preneurs as well as corporate innovation managers who want/need to get the most out of their innovation activities. The 3 modules of 5 days each are conducted with a break of 6-8weeks each inbetween the modules. This is for the participants to develop and further develop business plans that will be dicussed and challenged the next sessions.	This course has been put together to provide participants with a high-level overview of Entrepreneurship. You cannot teach someone to be an entrepreneur, but you can teach the skills needed to become one. This course is for aspiring entrepreneurs and Intrapreneurs. It aims to inspire you and give you a perspective on what life as an entrepreneur is like. If you hope to start a company this course will help to prepare to fully-utilize the resources available and maximize your potential for success. The course also provides participants perspectives by prominent entrepreneurs from organizations at various stages of development and representing a broad range of industries and topics. Entrepreneurs speak on how they created their organizations and the lessons they learned. A major element is also creating, preparing and presenting a business plan based on a technical innovation. Participating in a business plan competition is another program element. The modules are always a lively mix of theory, insights into industry examples and personal practice of the content. At the end of this lecture series you will have a broad understanding of entrepreneurship and how entrepreneurship may become your career of choice !	15	Executives, Managers, and Entrepreneurs. May also be brought into University Programs.	30<=60	4	-	Contact us
				Part 1 – The Concepts of Entrepreneurship and Technology Entrepreneurship	Technology Entrepreneurship is filling a gap in entrepreneurship education. While students of business schools are educated in the principles of entrepreneurship, this is not so for the technical disciplines. Yet, the technical disciplines are where most innovation happens. Students creating new companies out of technical innovations were previously amateur entrepreneurs (lacking formal training). This module is focused on filling this gap and to create professional entrepreneurs.						
				Part 2 – Markets & Customers	It is the technical students that typically innovate and during a very fragile phase are running the new venture, but with a very limited understanding of markets and customers. They assume that a "cool" technological invention will sell itself. Many examples out of the ".com era" show that in most cases the technical students were unable to address market and customer needs and thus failed.						

innova.ventures GmbH

PGM #	Format	Modules	Tagline	Description Highlights	Overview	# of Days	Target Audience	Audience size	Number per year	Pre-Requisite	When
				Part 3 – Innovation and Innovation Management	This module discusses the different concepts of closed and open innovation, where they have been successful and where they have failed and why. It discusses the innovator's dilemma in managing sustainable innovations within a company and what effect disruptive technologies may have. It discusses technology "S" curves and potential strategies around innovating from inside and acquiring from outside. At the end it focuses on the dangers but also opportunities of globalization on entrepreneurship.						