



Internet of Things Summer Academy

18-22 August UTUM Munich Lichtenbergstraße 6, D-85748 Garching						24-28 August JOSEPHS Nuremberg Karl-Grillenberger-Straße 3, 90402 Nürnberg,				
	18.08	19.08	20.08	21.08	22.08	24.08	25.08	26.08	27.08	28.08
9h-10h	Welcome to STARTIFY7 IoT Academy by Philip Schneider, UTUM	IoT prototyping tools and applications by Intel and ITQ	Lean planning by Annette Böhmer, TU PE	ThingWorx Webinar by Eberl Bernhard, ThingWorx PTC	Prototyping	Open innovation by Prof. Kathrin Mösllein, FAU	Business modelling by Dr. Bastian Bansemir, BMW Group	Financing startups by Alexander Becker, BayStartup	Pitch training by Philip Schneider, UTUM	Teams Set-up (30 min)
10h-11h	IoT concepts by Bulent Altan, SpaceX		Connecting things to the world by Tobias Oberstein, Tavendo GmbH	Prototyping	Prototyping	Innovative energy supply for IoT, Henrik Zessin, Fraunhofer IIS		Teamwork	Teamwork	Pitching (3hours)
20min	Break					Break				
11h20-12h30	Design Thinking by Thomas Kirchner, ProGlove	Sensors and Actuators workshop	Connectivity workshop by Alexander Gödde, Tavendo GmbH	Prototyping	Prototyping	Service innovation by Julia Jonas, FAU	Teamwork	Teamwork	Teamwork	
12h30-13h30	Lunch					Lunch				
13h30-14h30	Light-weight prototyping by Philip Schneider, UTUM	Exploring IoT workshop	Teams creation Worshop by F.Heyde	Prototyping	Prototyping	Story telling and communication workshop by Adam STJohn Lawrence, work.play.experience	Teamwork	Social media for crowdfunding by Andreas Gökel, pixx.io	Teamwork	Best teams selection and celebration
14h30-15h30	Common pitfalls of hardware startups by Niclas Fritz, PULSAR Consulting Group GmbH	Self-reflection by Franziska Heyde, UTUM	Value proposition canvas and customer by F.Heyde	Prototyping	Prototyping		Fraunhofer SCS Holodeck Visit	Prototyping	Teamwork	
20min	Break					Break				
15h50-17h	Ideation workshop 1 by Franziska Heyde, UTUM	Marketing fundamentals by Franziska Heyde, UTUM	Prototyping	Prototyping	Demo day and selection of best teams	Teamwork	Teamwork	Teamwork	Teamwork	
17h-18h		Ideation workshop 2 by Franziska Heyde, UTUM	Prototyping	Group discussion and learnings and progress		Group discussion learnings and progress		Teamwork	Teamwork	Teamwork
18h-22h	Open BBQ meeting with startup founders							Meeting startup founders		

Break Day