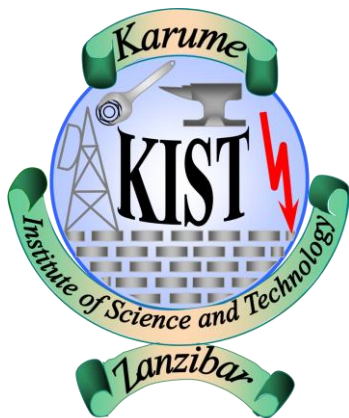




Entrepreneurship Week

Kist & AP

24 - 27 November 2025

A collaboration between Karume institute of science and technology & AP university of applied science



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Entrepreneurship Week: the assignment

Dear participant,

Welcome to Entrepreneurship Week 2024! By the end of this week, you will have a wealth of new skills and tools at your disposal to develop sustainable, innovative solutions that consider the environment and the future society, and to turn those ideas into a concrete, validated business model.

These kinds of skills are best developed through hands-on experience. That's why you will work intensively in teams to create innovative solutions for real-world challenges. To achieve this, you will use a compressed version of the design sprint method*.

Various instructors from KIST and AP University of Applied Sciences will introduce you to different skills, best practices, trends, and current (knowledge) applications. You'll also incorporate this input and inspiration into your solutions.

The Challenge:

In a project team of approximately four members, develop an innovative and sustainable (or circular!) solution with an accompanying business concept for one of the challenges related to the **Blue Economy**. The clients will provide more details about their challenges during the kick-off session!

Below, you'll find the program for the week as well as the deliverables that your project group will be expected to deliver by the end of the week.

We look forward to seeing you soon!

On behalf of the instructors from KIST and AP.



Program Monday:

Monday 24-11-25	Location KIST
09h00-10h00	Welcome What is a design sprint?
10h00-11h00	Team formation Getting to know each other.
11h00-12h00	Entrepreneurship & product development
12h00-13h00	Lunch
13h00-14h00	Presentation challenge
14h00-15h00	Brainstorm session
15h00-16h00	Brain storm in group & check out
End of Day Deliverable	<i>Team formed & first output of brainstorm</i>

Program Tuesday:

Tuesday 25-11-25	Location KIST
09h00-10h00	Welcome & Checkin
10h00-11h00	Value Proposition Canvas & Lightning demo's
11h00-12h00	Work on lightning demo's
12h00-13h00	Lunch
13h00-14h00	Work on VPC
14h00-15h00	Work on VPC - Carousel
15h00-16h00	Presentation VPC - peer feedback
End of Day Deliverable	<i>Value Proposition Canvas</i>



Program Wednesday:

Wednesday 26-11-25	Location KIST
09h00-10h00	Welcome Check In
10h00-11h00	Business Model Canvas Alexander
11h00-12h00	Work on BMC & VPC
12h00-13h00	Lunch
13h00-14h00	Work on BMC - carousel
14h00-15h00	Prototyping Figma / Storyboard
15h00-16h00	Prototyping & check out
End of Day Deliverable	<i>Business Model Canvas & first prototype</i>



Program Thursday:

Thursday 27-11-25	Location KIST
09h00-10h00	Welcome Checkin
10h00-11h00	Work on pitch
11h00-12h00	Pitch Carousel Perfect your pitch
12h00-13h00	Lunch
13h00-14h00	Final presentation
14h00-15h00	Final presentation
15h00-16h00	Closure of the week
End of Day Deliverable	<i>Final Pitch, BMC, VPC, Prototype</i>



Program Friday:

Friday 28-11-25	Location KIST
09h00-10h00	Welcome Checkin
10h00-11h00	Opening innovation hub
11h00-12h00	ITP closure
12h00-13h00	Lunch

Requirements for Project Teams:

Deliverables/Professional Products:

1. **Business Model Canvas (BMC) & Value Proposition Canvas (VPC):**
 - A completed BMC and VPC for your solution and business concept, including research data, trends, and figures.
 2. **First Prototype:**
 - This could be a drawing or sketch, a 3D print, a Lego prototype, a visual representation, etc.
 3. **Pitch for a Professional Jury:**
 - Present your solution and business concept to a jury in a well-prepared pitch.
-

Requirements for the Deliverables/Professional Products:

Business Concept:

- Your product, service, or application must address the challenge presented by the client.
- The **Business Model Canvas** should be fully completed and tailored to your specific solution.
- The business concept must be **future-oriented** and align with trends and developments in the field.
- The business concept must be **sustainable/circular** and contribute to the **SDG Goals**.
(Link: [SDG Goals](#))
- The business concept must be **realistic**, with a clear revenue model and qualitative statements about the payback period.
- Demonstrated use of topics covered during the bootcamp.

First Version of a Prototype:

- Ensure your prototype is viewable on-screen:
 - Consider using tools like Keynote, PowerPoint, InVision, Figma, or a detailed sketch.
- For a product or object: design and fabricate it using materials of your choice and showcase it during your pitch.
- For a service: consider a storyboard or a short film featuring your team.

Pitch (with Storytelling):

- Using your **Business Model Canvas** and, if applicable, the prototype, persuade the jury of your business concept as a project team.
- Pitch Duration: **3-5 minutes**.



- Prepare thoroughly for questions from the jury.
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Support and Guidance:

Throughout the week, various instructors will be available to guide you through the process and occasionally act as subject-matter experts.

We're excited to embark on this journey with you and hope you are too!

On behalf of **KIST & AP University of Applied Sciences**, we wish you a productive and enjoyable week!

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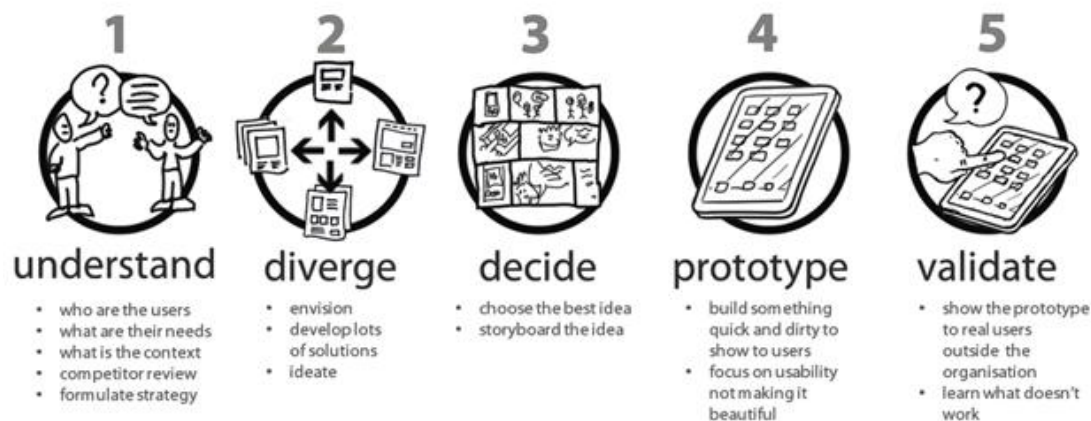
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Attachement: Design sprint

What is a design sprint?

A design sprint is a structured process often used to develop a new product or improve an existing one. In just **five days**, you create a working prototype and test it with end users. The goal is to verify whether your idea aligns with the needs of your target audience. This approach helps avoid wasting weeks or even months developing a product, only to discover it doesn't meet expectations. By using a design sprint, you can save both the costs and the disappointment associated with such inefficiencies. In just one week, you can avoid months of work on an unviable product.

Below, you'll find a **process visualization** of a design sprint as described by **Damveld & Wielaard**.



Checklist

- **Choose a big challenge:** Use sprints when the stakes are high, when there's not enough time, or when you're just plain stuck.
- **Get a Decider (or two):** Without a Decider, decisions won't stick.
- **Recruit a sprint team.** Seven people or fewer. Get diverse skills along with the people who work on the project day-to-day
- **Schedule extra experts.** Not every expert can be in the sprint all week. Schedule fifteen- to twenty-minute interviews with extra experts.
- **Pick a Facilitator.** He / she will manage time, conversations, and the overall sprint process. Look for someone who's confident leading a meeting and synthesizing discussions on the fly. It might be you!)
- **Block five full days on the calendar¹.**
- **No distractions:** No laptops, phones, or iPads allowed – only functional use (design sprint). If you need your device, leave the room or wait for a break.

¹ In ons geval 5 dagdelen....

The Facilitator

- **Ask for permission.** Ask the group for permission to facilitate. Explain that you'll try to keep things moving, which will make the sprint more efficient for everyone.
- **Timebox.** A tight schedule builds confidence in the sprint process. Use a timer to create focus and urgency.
- **ABC: Always Be Capturing.** Synthesize the team's discussion into notes / visuals. Improvise when needed. Keep asking, "How should I capture that?"
- **Ask obvious questions.** Pretend to be naive. Ask "Why?" a lot.
- **Take care of the humans.** Keep your team energized. Ensure breaks when needed. Remind people to snack and to eat a light lunch.
- **Decide and move on.** Slow decisions sap energy and threaten the sprint timeline. If the group sinks into a long debate, ask the Decider to make a call.

You will receive a detailed explanation of the design sprint method during the first day of our Entrepreneurship Week. More information? Feel free to explore the following resources:



Visit:

[The Design Sprint \(thesprintbook.com\)](http://thesprintbook.com)

<https://designsprintkit.withgoogle.com/introduction/overview>

Or read:

"Solve Big Problems and test new ideas in just five days" (Jake Knapp)



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