



'STARTING UP' IN THE DIGITAL AGE

MONDAY 20 JULY 2020 - FRIDAY 24 JULY 2020

Join Surrey Business School, University of Surrey, this summer for a stimulating one-week experience packed with learning activities, social events and study trips, including seminars and workshops led by industry experts. The summer school is very international and open to undergraduate students and recent graduates from all disciplines.

PROGRAMME CONTENT AND LEARNING OBJECTIVES:

Develop your understanding of 'starting up' in the digital age and learn what it takes to turn your idea into a viable business opportunity.

FEES

£800 per person includes tuition fees, on-campus accommodation, lunch, daily bus transport, access to Surrey Sports Park, social events and a certificate of attendance. **Places limited**

Topics include:

Creativity and innovation: apply creative tools and techniques to generate 'disruptive' and innovative entrepreneurial ideas and turn them into a viable business opportunity.

Business modelling and value proposition: apply entrepreneurial tools such as the 'Business Model Canvas' and 'Value Proposition Canvas' to define and communicate your entrepreneurial idea.

Bootstrapping and financing: explore innovative ways of raising capital for your business idea.

Pitching: deliver an 'elevator pitch' and learn how to make the case for your 'product or service' to potential investors.



To book a place, please visit or email:
surrey.ac.uk/cpd-and-short-courses/starting-digital-age
sbssummerschool@surrey.ac.uk