

## Summer Entrepreneurship Camps (15-19 years old)

Design. Invent. Pitch.

How do you create a cool product in the digital age? How do you find out what users want, do a great marketing and sell it for the right price? Students learn in a fun and pragmatic way how entrepreneurs innovate, converting their ideas into consumer products, apps or services users love.

By redesigning a product, teams of students build their own solutions, together with a simple sales, marketing and financial plan. Teams compete at the end of the week to earn a special prize.

Students get inspiration from companies like **GoPro**, Linden Lab **Virtual Reality**, **Tesla's** electric cars and **technology** products. They discover consumer needs, design, prototyping and competitors. They also experience team collaboration, conflict resolution, decision making, business ethics and presentation skills.



When/where: August 14-18, 2017, 9h00-17h00

Lausanne

EPFL

August 7-11, 2017, 9h00-17h00

St Gallen

Startfeld Innovationszentrum

August 7-11, 2017, 9h00-17h00

Zürich Dübendorf

Switzerland Innovation Park

Language: English (with German/French speaking assistants). What you learned in the Swiss public school is enough!

Cost: CHF400/student, a special summer price thanks to our partners. We need a minimum of students to run the camps, so come with your friends!

CHF200/student from low income families (limited number of seats). Pls send a motivation letter and a copy of your "KulturLegi" card or "Carte Culture" to [info@gingercamp.com](mailto:info@gingercamp.com).

**Register until July 4th 2017 on [www.gingercamp.com](http://www.gingercamp.com).**