



European Academy
of Innovation

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Entrepreneurship Bootcamp

Preliminary Training Plan

Day 1 – Introduction to Facilitating Entrepreneurship

09:00 – 10:30	<ul style="list-style-type: none">- Presentation of the trainer- Presentation of the participants- Expectations- Presentation of the training program- Administrative aspects
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none">- Presentation of the universities of the participants
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- Entrepreneurship in Universities- From mindset to ecosystems

*Evening recommendation: Movie night @ Iulius Town

Day 2 – Kick-start your entrepreneurial journey using Design Thinking

09:00 – 10:30	<ul style="list-style-type: none">- Understanding the problem- Empathising- Reframing the problem
10:30-10:45	International Coffee Break
10:45-12:15	<ul style="list-style-type: none">- Generating solutions- Selecting the right opportunities
12:15-13:00	Lunch
13:00-15:00	<ul style="list-style-type: none">- Prototyping- Testing

*Evening recommendation: Visit Fabric District



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Day 3 – Cultural Immersion Day

First 10.000 steps

10.00 – Meet & Greet your guide
 10.00 – 12.45 Walking City Tour #1 (700 Market, Jewish Quarter, Liberty Square, St. George Square, Union Square)
 12.45 – 13.45 **Museum of The Revolution**

14.00 – 15.30 Lunch at the Bastion

Next 5.000 steps

15.30 – 17.10 **Arts Museum**
 17.10 – 18.20 Walking City Tour #2 (Victory Square, the Metropolitan Cathedral, St. Mary Square)
 18.20 – 18.50 **Communist Consumer Museum**
 18.50 – 19.00 – Tram ride to Liberty Square
 19.00 - *Dinner*

Day 4 – The market side

09:00 – 10:30	<ul style="list-style-type: none"> - Value proposition - Diferentiation - Target markets
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"> - Building the brand - Creating your corporate identity
12:15-13:00	Lunch Break
13:00-15:00	-

*Evening recommendation: Symphonic Concert @ Filarmonica Banatul, 7 pm

Day 5 – The money side

09:00 – 10:30	<ul style="list-style-type: none"> - Resources - Costs - Optimization
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"> - Revenue streams & models - Key metrics: rentability treshold, profit, cashflow, ROI
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> - Pitch competition - Feedback Session & Graduation

*Evening recommendation: Opening of the exhibition "At the edge of the world" @ Art Encounters, 7 pm



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Don't miss:

- the Museum of the Communist Consumer
- the Arts Museum
- the Village Museum
- a Spa day
- Kayaking on Bega river
- Visiting Recas Winery
- Gelato di Bruno ice cream
- Iulius Town
- Opera night

The training plan is subject to change based on the needs and expectations of the participants.

The social activities recommended for each day are optional and will be updated one week before the start of the training.