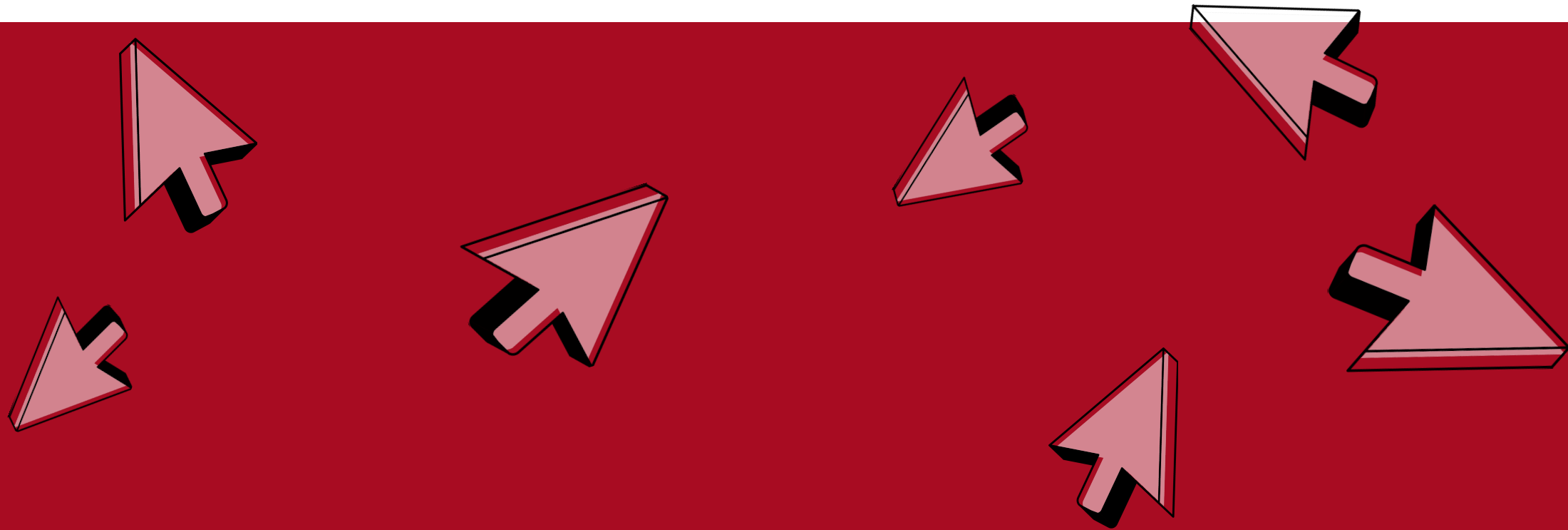


# ESEI Youth Entrepreneurship Bootcamp

Igniting Youth Entrepreneurs



**Welcome to ESEI Youth Entrepreneurship  
Bootcamp, an empowering initiative  
designed to inspire business-focused  
youth to discover their entrepreneurial  
spirit and unleash their true potential to  
create a better tomorrow.**





**The ESEI Youth Entrepreneurship Bootcamp is a pioneering program designed to immerse business-focused students in the thrilling world of **innovation** and **entrepreneurship**.**

**Our mission is to bring students closer to the exciting world of live and education on campus through a transformative three-hour entrepreneurship workshop where they will be encourage to explore, create, and develop groundbreaking solutions to real-world challenges.**

## **About the Programme**

# Why Choose ESEI's Youth Entrepreneurship Bootcamp?

## Unleash innovation

Our pioneering three-hour entrepreneurship workshop is an immersive experience that encourages students to dream big and develop groundbreaking solutions to real-world challenges.

## Practical approach

We believe in learning by doing. Students develop their problem-solving and creative thinking skills through our practical, project-based learning methodology and hands-on exercises.

## The power of teamwork

Collaboration is the key to success. During the bootcamp, students work in teams, discovering the immense power of collective creativity and the value of effective teamwork.

## Expert guidance

Our education and business professionals inspire and help students achieve their entrepreneurial dreams and provide guidance and support throughout their journey.

## International recognition

We were recognized within the top 10 Business Program in 2023 by Forbes Spain.



# What to Expect?

## Inspiring Workshops

The Bootcamp workshops are designed to be dynamic, interactive, and thought-provoking. Students will be inspired by their capacity to turn ideas into real solutions.

## Real-World Challenges

Students will have the opportunity to tackle actual challenges faced by businesses today. Through innovative thinking, they will develop practical solutions with the potential to make a positive impact.

## Empowering Networking

Students will have the opportunity to experience a day on campus, where they will connect with like-minded students who share their same passion for business and entrepreneurship.



**Are you ready  
to empower  
your students  
and ignite their  
entrepreneurial  
spirit?**

**Join us in our mission to dream big and bring future entrepreneurs the tools and methodologies to help them unlock their true potential, embrace their creativity, and embark on a transformative journey towards shaping their future!**

**Register Here!**



# The Programme

**Creating the Future with Future Entrepreneurs**

## **Objective**

**Empower and inspire business-focused youth to discover their entrepreneurial spirit and unleash their full potential through the principles of Innovation and entrepreneurship.**

**Participants will learn how to ideate, prototype, and pitch a business idea.**

## **Duration**

**3 Hours**



# Section 1

## Introduction to Design Thinking

(25 minutes)

- **Welcome and Icebreaker**
  - Introduce facilitators and participants.
  - Conduct a fun icebreaker activity to create a comfortable and collaborative atmosphere.
- **What is Design Thinking?**
  - Explain the concept of Design Thinking and its application in problem-solving and innovation.
  - Highlight the human-centered approach and empathy in understanding users' needs.
- **Empathizing with Users**
  - Briefly introduce the importance of empathizing with users and understanding their pain points.



# Section 2

## Ideation and Idea Generation

(30 minutes)

- **Problem Statement**
  - Presentation of a real-world problem statement related to a specific industry or field.
  - Problem analysis and challenge definition (How might we)
- **Brainstorming**
  - Brainstorming session to generate creative ideas and solutions.
- **Idea Selection**
  - Participants will evaluate and select the most promising idea for their business plan.

# **Section 3**

# **Prototyping and Business Plan Development**

**(30 minutes)**

- **Prototyping Basics**
- **The Business canvas**
  - Problem Statement
  - Solution/Product Description
  - Target Market and Customer Segments
  - Value Proposition
  - Revenue Model
- **Hands-on Prototyping and Business Plan Development**
  - Allow students to work in teams to create a simple prototype and outline their business plan.

# **Section 4**

# **Business Plan Pitch Preparation**

**(30 minutes)**

- **Pitch Structure and Tips**
- **Practice and Rehearsal**

# Section 5

## Business Plan Pitch

(45 minutes)

- **Business Plan Pitches**
  - Each team presents their business plan pitch within a specified time limit (e.g., 3 minutes).
  - Q&A and feedback.
- **Wrap-up and Conclusion**

# Contact us for any questions!



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