



SOCIAL IMPULSE ACADEMY

CALENDAR OF THE ACTIVITIES (SEPTEMBER-NOVEMBER 2020)

LAST UPDATE: 31.08.2020

DEVELOPED BY:

SEPTEMBER

The Academy is a six months long intensive programme, which contains various courses and practical activities, coaching support and extra community actions which will help you build your business idea within a new community of entrepreneurs.

First month of the academy will contain introduction courses on various creative topics to help you initiate your business idea, make the first steps and learn basic skills to start your business plan.

Introduction week will contain team building activities, to get to know the team, and plan activities for the next three months.

Second and third weeks are dedicated to establishing your business idea, drafting your business plans, meeting our coaching team and gaining marketing skills.

In the last two weeks of September we will offer courses on project management and company goals, together with coaching sessions where you can work with coaches on your business ideas.



REFEES

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2	3	4 INTRO DAY ENTREPRENEURIAL START	5 SELF-PRACTICE SESSIONS	6
7 LANGUAGE CAFÉ	8 COACHING SESSIONS	9	10 SELF-PRACTICE SESSIONS	11 DESIGN THINKING	12 DESIGN THINKING	13
14	15 COACHING SESSIONS	16 MOVIE NIGHT	17 PROJECT MANAGEMENT	18 PROJECT MANAGEMENT	19 SELF-PRACTICE SESSIONS	20
21	22 GAME NIGHT	23 SELF-PRACTICE SESSIONS	24 BUSINESS PLANNING	25 SELF-PRACTICE SESSIONS	26 INTRO TO SOCIAL MEDIA MARKETING	27
28	29 COACHING SESSIONS	30 MONTHLY EVALUATION				

COURSE LIST

THE COURSES OFFERED BY SOCIAL IMPULSE ACADEMY IN SEPTEMBER, 2020

COURSE	TRAINER	DATE/TIME
ENTREPRENEURIAL START: DEFINING YOUR PROBLEM, SOLUTION AND IMPACT	MARTIN ARNOLD-SCHAARSCHMIDT	04 SEPTEMBER 15:00 - 18:00
DESIGN THINKING FOR SE: HOW TO HUMANISE YOUR BUSINESS IDEAS?	DR. AMMALIA PODLASZEWSKA	11-12 SEPTEMBER 10:00 - 16:00
PROJECT MANAGEMENT	STEFFEN PRÄGER	17-18 SEPTEMBER 10:00 - 17:00
BUSINESS PLANING 1: VALUE PROPOSITION	MARTIN ARNOLD-SCHAARSCHMIDT	24 SEPTEMBER 10:00 - 13:00
INTRODUCTION TO SOCIAL MEDIA MARKETING	MARINA BYKOVA	26 SEPTEMBER 10:00 - 13:00

* Self-Practice Sessions are your dedicated time to study, revise or prepare for the courses.
You can also use the Hub space any other time for your work.

OCTOBER

During October you will have courses getting deeper into the subject of entrepreneurship with topics such as Project Management Tools, Intercultural Competences etc.

The courses will also help you “polish” your business idea and will include coaching sessions, extra community activities, that you can co-host with your fellow teamers.

Moreover, the Self-Practice Sessions will give you enough time to follow the courses offline and online on the Taskforcome platform and submit the assignments in your own pace.

Last, but not least, the additional Pitching Practice will give you a chance to acquire insights into how to seize the chance of pitching your business idea in the right tone. The personal feedbacks from the coaches will be a cherry on the pie. Make sure to be there!



TCO

MON	TUE	WED	THU	FRI	SAT	SUN
			1 BUSINESS PLANNING 2	2	3 SELF-PRACTICE SESSIONS	4
5 LANGUAGE CAFÉ	6 COACHING SESSIONS	7	8	9 INTERCULTURAL COMPETENCES	10 SELF-PRACTICE SESSIONS	11
12	13 COACHING SESSIONS	14 MOVIE NIGHT	15	16 PITCHING PRACTICE	17 SELF-PRACTICE SESSIONS	18
19	20 COACHING SESSIONS	21	22 GAME NIGHT	23 SELF-PRACTICE SESSIONS	24 PROJECT MANAGEMENT TOOLS & FUNDRAISING	25
26	27 COACHING SESSIONS	28 MONTHLY EVALUATION	29	30 PROJECT MANAGEMENT 2	31	

COURSE LIST

THE COURSES OFFERED BY SOCIAL IMPULSE ACADEMY IN SEPTEMBER, 2020

COURSE	TRAINER	DATE/TIME
BUSINESS PLANING 2: BUSINESS MODEL	MARTIN ARNOLD-SCHAARSCHMIDT	01 OCTOBER 10:00 - 13:00
INTERCULTURAL COMPETENCES	ILZE POLAKOVA FLORIAN FROMMELD	09 OCTOBER 10:00 - 17:00
PITCHING PRACTICE	FRIEDERIKE GÜNTHER	16 OCTOBER 10:00 - 13:00
PROJECT MANAGEMENT TOOLS & FUNDRAISING	ZAFAR SAYDALIEV	24 OCTOBER 10:00 - 14:00
PROJECT MANAGEMENT 2	STEFFEN PRÄGER	30 OCTOBER 10:00 - 17:00

* Self-Practice Sessions are your dedicated time to study, revise or prepare for the courses.
You can also use the Hub space any other time for your work.

NOVEMBER

This November the Social Impulse Academy program has to adopt to new health protection measures and re-structure the planned activities.

The participants will have two major courses (“Modeling the Customer Journey” & “Prototyping”) with the break of two weeks in between to test the developed business plans.

The courses will bring the entrepreneurs forward in terms of viability of their ideas and products, give them insights into customers' point of view and allow to test-run this with a focus group.

Additionally, some extracurricular activities, taking place online, will ensure the spirit of community and belonging to the Hub space, even without being physically present there.



NOV

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12 GAME NIGHT	13 MODELING THE CUSTOMER JOURNEY	14-15 TESTING ACTIVITY	
16	17	18	19	20	21	22
16-17 TESTING ACTIVITY		18-19 TESTING ACTIVITY		20-21 TESTING ACTIVITY		22
23	24	25	26	27	28	29
23-24 TESTING ACTIVITY			25-26 TESTING ACTIVITY		27 PROTOTYPING	28 MOVIE NIGHT
30						
30 MID-TERM EVALUATION						

COURSE LIST

THE COURSES OFFERED BY SOCIAL IMPULSE ACADEMY IN NOVEMBER, 2020

COURSE	TRAINER	DATE/TIME
MODELING THE CUSTOMER JOURNEY	MARTIN ARNOLD-SCHAARSCHMIDT	13 NOVEMBER 13:30 - 17:00
TESTING ACTIVITY	DONE BY PARTICIPANTS	14-26 NOVEMBER
PROTOTYPING	MARTIN ARNOLD-SCHAARSCHMIDT	27 NOVEMBER 13:30 - 17:00

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SOCIAL IMPULSE ACADEMY

FOR MORE INFORMATION PLEASE CONTACT:
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