



# SOCIAL IMPULSE ACADEMY

CALENDAR OF THE ACTIVITIES (SEPTEMBER 2020 - MARCH 2021)

LAST UPDATE: 15.02.2021

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.



# REFRESH

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

# FEBRUARY

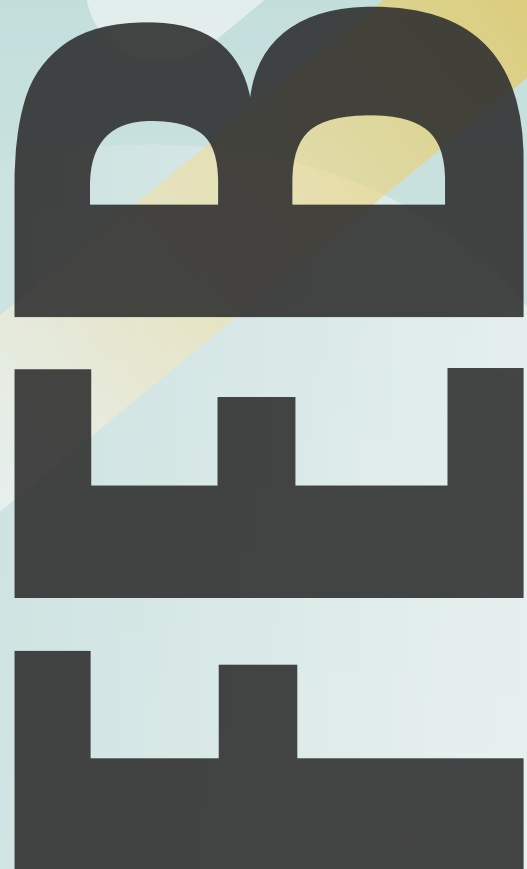
February 2021 is a lot about personal development and self-exploration.

As the cold makes everyone stay at home, this is a good time to reflect on what needs to be done in order to present or kick-start your business in the coming spring.

The Social Impulse Academy team is there to provide support to the migrant entrepreneurs with business promotion (in the web or offline) and fundraising. Moreover, our coaches are available for individual consultations at any given moment, and so it the One-Stop-Shop library.

Another exciting development is the possibility to apply for a place at the Pop-Up Store Erfurt exhibition (end March - mid April 2021). Join the Info Day to get more details!





MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS						CALL FOR POP-UP STORE EXHIBITION PARTICIPANTS
8	9	10	11	12	13	14
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS						
15	16	17	18	19	20	21
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS				INFO DAY ON POP-UP STORE		
22	23	24	25	26	27	28
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS			DEADLINE TO APPLY FOR THE POP-UP STORE	GAME NIGHT		

# ACTIVITIES

WHAT IS OFFERED BY SOCIAL IMPULSE ACADEMY IN FEBRUARY, 2021

ACTIVITY	DATE/TIME
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS	ALL FEBRUARY, ON DEMAND
CALL FOR POP-UP STORE EXHIBITION PARTICIPANTS	7 FEBRUARY
INFO DAY ON POP-UP STORE ERFURT	19 FEBRUARY 16:00 - 17:00
DEADLINE TO APPLY FOR THE POP-UP STORE	25 FEBRUARY
GAME NIGHT	26 FEBRUARY 21:00-23:00

# MARCH

In March 2021 all consultations continue to take place, now only combining with an extensive preparation for the Pop-Up Store Exhibition (March 29th - April 17th).

All exhibitors are asked to collect the Presentation Pack, which will consist of a business plan or business model Canvas, a leaflet, a banner etc. to show-case newly created businesses.

Meanwhile, on March 18th the “Guest Talk with Women Entrepreneurs with international roots” will take place to post-celebrate the International Women's Day and encourage women to become entrepreneurs.

For building up stands and decorating premises of the Pop-Up Store (Fischmarkt 11, 99084 Erfurt) all presenters are invited to help out on March 26th.

On March 29th, the Official Opening of the Pop-Up Store for the Taskforcome Social Impulse Academy is planned. This will include a presentation of the project, exhibitors and informal discussions.



# MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS						
8	9	10	11	12	13	14
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS						
15	16	17	18	19	20	21
SUBMIT POP-UP STORE PRESENTATION PACK	COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS		GUEST TALK WITH WOMEN ENTREPRENEURS	GAME NIGHT		
22	23	24	25	26	27	28
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS				PREP MEETING AT THE POP-UP STORE		
29	30	31				
POP-UP STORE EXHIBITION						



# ACTIVITIES

WHAT IS OFFERED BY SOCIAL IMPULSE ACADEMY IN MARCH, 2021

ACTIVITY	DATE/TIME
COACHING SESSIONS // ONE-STOP-SHOP CONSULTATIONS	ALL MARCH, ON DEMAND
SUBMIT POP-UP STORE PRESENTATION PACK	15 MARCH
GUEST TALK WITH WOMEN ENTREPRENEURS WITH INTERNATIONAL ROOTS	18 MARCH 17:00 - 19:00
GAME NIGHT	19 MARCH 21:00-23:00
PREP MEETING AT THE POP-UP STORE	26 MARCH
POP-UP STORE OPENING FOR THE SOCIAL IMPULSE ACADEMY'S ENTREPRENEURS	29 MARCH 12:00 - 16:00



**CULTURE GOES EUROPE**  
SOZIOKULTURELLE INITIATIVE ERFURT E.V.



# **SOCIAL IMPULSE ACADEMY**

**FOR MORE INFORMATION PLEASE CONTACT:  
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