

## Course title: Innovation Bootcamp



**Innovation Bootcamp**  
Learn how to transform your ideas  
into structured business concepts.

Course Week  
16-20 Oct

### Course instructors:

Craig V. Johnson, Head of Incubation

### Course code:

B-KH-401-IK-232401-05

M-KH-201-IK-232401-05

M-KH-E-201-IK-232401-05

### Course description:

Welcome to the Innovation Bootcamp – an immersive 5-day experience that practically combines business basics, design thinking methodologies, and prototyping techniques. This course week is unique because it involves participants with international and interdisciplinary backgrounds, and it involves students from different universities.

This bootcamp is ideal for design students with little to no business background, aspiring entrepreneurs, or anyone who is curious about innovation and problem solving. You do not need a business idea to participate in this course week. But we encourage you to apply with a specific problem that you are passionate about solving. We cover topics such as problem mapping, stakeholder analysis, market research, business model canvas, business modelling, ideation, and prototyping, among other. Also, guest speakers and mentors from the MOME incubation program will join some of the sessions to share best practices and real life experiences from the business sector.

## Application

### Number of participant:

Approx. 20

### Schedule:

Everyday 9am to 4pm (16-20 Oct).

### Outcome:

At the end of the program, participants will:

- Gain the confidence to pursue their entrepreneurial or innovative ideas, and the initiative to take action on what they've learned during the bootcamp.
- Have a basic understanding of business, and how to create a BMC and refine their business model.
- Have a basic understanding of design thinking methodologies, including empathising with users, defining problems, ideating solutions, prototyping, and testing.
- Have developed an *initial* Proof of Concept (PoC) to showcase the transformation and partial validation of their business idea.

### Prerequisite for completing the course (please underline):

The development and brief presentation of an initial Proof of Concept at the end of the course week.

### Course recommendation

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### Links:

- <https://mome.hu/en/events/innovation-bootcamp>
- <https://mome.hu/en/incubation>

### Readings:

- [Submission Guide](#)

