Virtual Experiential Learning Program on Global Entrepreneurship
14th - 18th December 2020

Program at a Glance:
Length of program: 1 week
Number of participants: minimum 10; maximum 25

Food & Beverage
- 1 virtual Welcome Lunch
- Daily experiential learning debrief breakfasts
- 1 virtual Farewell Sundowner

"Start-up Challenges"
- 4 virtual hands-on workshops
- 3-5 virtual team experiences
- 1 virtual pitching competition

Team Organization
- 2 program managers and trainers

Virtual Visits & Lectures
- 3 companies
- 7 startups
- 2 startup accelerators

Virtual Activities
- VR tour of Gardens by the Bay
- 360° tour of Berlin
- 360° tour of Rome’s Colosseum
- Themed VR experiences: water, air, nature, fun park

Learn about global entrepreneurship, tackle your own start-up challenge project and experience foreign cultures through virtual reality.
During this Virtual Experiential Learning Program on Global Entrepreneurship, your students embark on a virtual journey to Germany, Italy and Singapore. They get to virtually meet managers from well-known global brands, such as Porsche, Dolce & Gabbana and Singtel and meet various local start-up managers. In addition, the students become short-term entrepreneurs themselves when working on their own Startup Challenge Projects, pitch their final results at the end of the program and receive valuable feedback from local entrepreneurs and business professionals.

The company and start-up visits are composed of virtual presentations held by managers, Q&A sessions with the students and virtual tours of the companies, where applicable. The two People & Friends program managers and workshop trainers, Andreas and Janina, accompany the participants during all of their virtual experiences. Besides managing the virtual logistics of the program, they provide guidance and support to the student teams for their Startup Challenge Projects by teaching them state-of-the-art entrepreneurial tools and methods.

Virtual Activities

VR tour of Gardens by the Bay – fly over Singapore’s most famous nature park, which is home to three waterfront gardens and the world’s largest glass greenhouses (Flower Dome and Cloud Forest)

360° tour of Berlin – discover major Berlin landmarks, such as the iconic Brandenburg Gate, the Bundestag as well as the Holocaust Memorial

360° tour of Rome’s Colosseum – take a virtual walk in 4K to see all four levels of one of the most iconic landmarks in the world including the arena floor and the infamous underground, the Hypogeum.

What you can expect!

The “Start-up Challenge” Projects explained!

During this virtual program, the students from small teams and develop their own business idea from scratch. Each day, Andreas and Janina give a highly interactive workshop to introduce the students to various state-of-the-art entrepreneurial tools and methods. By learning about Design and Visual Thinking or the Business Model Canvas, for example, the students are equipped with the needed skill set and, more importantly, mindset to successfully tackle their Startup Challenge Projects. On the last day of the program, each student team presents its final results to a virtual jury in form of a pitch and the winning team receives a fantastic prize.

Administrative costs are non-refundable. If a program is canceled by People & Friends, the payment will be refunded, pending the cancellation date. If the university or individual participants cancel, it may result in a penalty of up to 30% of the full program tuition, depending on the date of cancellation. Verbal notice will not serve as valid cancellation notification. Administrative costs are non-refundable.

## Program Overview

### Important Information:

**Program Payments**
The People & Friends Experiential Learning Program is priced in U.S. Dollar. Program payments shall be made through bank transfer no later than 60 days prior to the program start date. The university shall collect the program fees from all individual students and make one large bulk payment to People & Friends.

**Refunds and Cancellation**
We reserve the right to cancel, alter, reschedule or amend our program at any time. If a program is canceled by People & Friends, all or a portion of the university’s payment will be refunded, pending the cancellation date. If the university or individual participants cancel, it may result in a penalty of up to the full program tuition, depending on the date of cancellation. Verbal notice will not serve as valid cancellation notification. Administrative costs are non-refundable.
Program hours on weekdays:
AM virtual sessions: 2.5-3 hours
lunch break: 1 hour
PM virtual sessions: 2.5-3 hours

Every day there is an optional virtual group lunch room participants can join.

Start:

Monday
- virtual Singtel visit
- virtual TranSwap visit
- Welcome, Orientation & Start-up Challenge Project (SCP) and Experiential Learning Debrief (ELDB) overview
- Team Building SCP workshop
- Virtual Welcome Lunch
- Themed Virtual Activities
- SCP project working time

Tuesday
- virtual FinLab visit
- virtual ViSenze visit
- ELDB Design & Visual Thinking SCP workshop
- Lunch
- Gardens by the Bay VR tour

Wednesday
- ELDB
- virtual Dolce & Gabbana visit
- virtual ELSE Corp. visit
- virtual Fashion Technology Accelerator visit
- Lunch
- Business Model Canvas SCP workshop
- Colosseum VR tour

Thursday
- ELDB
- virtual Porsche visit
- Virtual Pitching SCP workshop
- Lunch
- virtual CaYouBo visit
- Berlin VR tour

Friday
- ELDB
- virtual merijula visit
- virtual soundcloud visit
- Lunch
- Virtual pitching competition featuring a jury of entrepreneurs and business professionals
- Themed Virtual Activities
- Farewell Sundowner

As global entrepreneurs with a program taking place in three different time zones, the students will on some days be expected to attend the virtual program outside of regular U.S. business hours.

The U.S. East Coast is 6 hours behind Germany and Italy
The U.S. East Coast is 12 hours behind Singapore

Skills the students acquire:
- Knowledge about foreign business structures and cultures
- Entrepreneurial thinking and acting
- Program-solving skills
- Virtual team building skills
- Virtual presentation skills
- Virtual career readiness