

euVENTION Summer School – a complete cycle of innovation

"Professional organization, excellent speakers, experienced coaches and six multidisciplinary teams full of passion for innovation. We got the most out of euVENTION!" –Emma, one of the participants of the Summer School at Heidelberg University is excited about her life-changing experience.

From 11 to 22 September, 36 participants had the opportunity to participate in the two-week program in the Marsilius Arkaden of Heidelberg University. They went through a full cycle of innovation: starting with building teams and making up first ideas, they ended with an elaborated presentation of their self-developed products and services.

With the support of experienced coaches, the students worked on socially relevant issues: How to improve prevention and treatment options for people, who are at risk or suffer from chronic diseases? How to create marketable products or services? Therefore, partners like Merck or Braun Aesculap provided six real world challenges. Their questions tackled a broad scope, like building a digitized rollator or implementing a regional health management.

Starting with three days of Design Thinking under the guidance of Frank Rust and his team, the participants evaluated solutions for their selected challenges. Since users' needs are essential in this process, the teams conducted more than 30 interviews with their target groups. In the process of developing their ideas into a tangible business model in week two, Georg Fischer and his team from SAP supported the participants. They learned that ideas only become innovations, when someone is willing to spend money on it. Finally the teams built working prototypes for their solutions in a Hackathon with the help of IT-experts.

In a final pitching, the teams presented their results in front of a jury. Judges from SAP, Techniker Krankenkasse, Roche and Heidelberg University gave helpful feedback and encouraged the teams to proceed. Most of the participants are looking forward to do so!

During this intensive program, participants also had the chance to build their own 3D-printer, learn how to program micro-controller and get leadership skills. During several excursions like a visit to Heidelberg Castle, a boat tour on the Neckar river and an evening reception in Heidelberg University, the participants built lasting relationships.

Heidelberg University and Heidelberg University Hospital, Heidelberg Startup Partners, Leyden Academy on Vitality and Ageing and Maastricht University, organized the euVENTION Summer School.