

CALL FOR PARTICIPANTS

Junior Summer School Print your mind in 3D - Empower Your Creativity 20-24.05.2024, Iași, Romania

Level	Bachelor
Field of study	All fields of study
Prerequisites	AutoCad 2D – recommended for 1 member of the partner group
Target group - students	Undergraduate students with a proactive and entrepreneurial mindset, interested in new product development, design thinking, and 3D Printing. <i>For five days, you will embark on a transformative journey, immersing yourself in the practical realm of turning ideas into tangible products that the market needs and wants.</i>
Target group – mentors	Staff members who operate at the intersection of diverse disciplines and have a keen interest in fostering innovation, embracing design thinking methodologies, and nurturing entrepreneurial mindsets. <i>As part of your activity, you will act as consultants for the teams, participate in customer discovery and customer validation exercises, and jury the final pitches.</i>
Program Title	Print your mind in 3D - Empower Your Creativity
General presentation	<p>Are you ready to unlock your creative potential and bring your ideas to life? Take advantage of the opportunity to participate in our immersive week-long workshop, where you will embark on a transformative journey into innovation and entrepreneurship.</p> <p>Throughout the program, you will delve deep into the foundational principles of design thinking, meticulously dissecting each stage – from empathizing with users to prototyping solutions that will later materialize through 3D Printing.</p> <p>To complete the experience, you will learn essential strategies for taking your ideas to market, from market analysis and identifying target audiences to crafting compelling value propositions and go-to-market plans. By the end of the week, you'll have developed a comprehensive understanding of the innovation process and be equipped with knowledge and tools to bring your ideas to market successfully.</p> <p>Take the chance to network with like-minded individuals, gain valuable insights, and take your entrepreneurial journey to the next level. Enrol now, and let's innovate and create together!</p>
Learning outcomes	By the end of our week-long workshop, you will emerge equipped with the knowledge, skills, and confidence to navigate the complexities of innovation and entrepreneurship, fostering a dynamic interplay between



	<p>theory and practice to drive meaningful change in today's ever-evolving landscape.</p> <p>More specifically, you will be able to:</p> <ul style="list-style-type: none">• Demonstrate a comprehensive understanding of the five stages of design thinking: empathize, define, ideate, prototype, and test.• Apply design thinking methodologies to identify and solve complex problems effectively.• Gain practical experience in designing 3D models using industry-standard software.• Analyze market dynamics and consumer behavior to inform strategic decision-making.• Engage in collaborative problem-solving activities and cultivate teamwork skills.• Refine presentation and communication abilities through project showcases and peer feedback sessions.• Cultivate a growth-oriented mindset conducive to innovation, resilience, and adaptability.
Physical start-date	20.05.2024
Physical end-date	24.05.2024
Virtual component timing	TBD
Virtual component description	<p>VM 1st session: Design thinking</p> <p>This session serves as a precursor to our upcoming onsite activities, where you will dive into hands-on tasks and explore the exciting world of Design Thinking and 3D printing.</p> <p>The online session will provide you with an overview of the activities planned for days 1, 2, and 4 of the onsite activities, as well as an in-depth exploration of design thinking principles.</p> <p>By the end of this online session, you will have a better image of the process and activities that will be implemented during the onsite workshop.</p> <p>VM 2nd session: 3D Printing</p> <p>In this online session, you will receive early-stage information about the 3D Printing approach.</p> <p>We'll begin by providing a general overview of the activities scheduled for day 3, outlining the objectives and outcomes participants can expect. From understanding the fundamentals of 3D printing to exploring advanced techniques, participants will gain valuable insights into the capabilities and applications of this innovative technology.</p> <p>By the end of this online session, you will have a solid understanding of the onsite activities planned for day 3 and will be well-prepared to embark on your journey into the world of 3D printing.</p> <p>VM3 – Feedback session – evaluation of the pitching experience</p>
Country	Romania
City	Iasi
Main teaching language	English
Number of ECTS awarded	3

Junior Summer School - Program
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Virtual sessions

Virtual meeting 1 – Design thinking introduction (two weeks before the onsite event)

Virtual Meeting 2 – 3D Printing introduction (one week before the onsite event)

Virtual Meeting 3 – Feedback and evaluation (one week after the onsite event)

Onsite sessions

Day 1: Introduction

- Welcome & Icebreaker
- Overview of Junior Summer School program objectives
- Introductions & expectations setting
- Team setting

Day 2: The Design Thinking Process

- Understanding the Design Thinking Process
- Empathize: putting yourself in the user's shoes
- Define: refining the problem statement
- Ideate: generating creative solutions
- Prototype: bringing ideas to life
- **At the end of day two, you will have an idea for the product/solution that will later be 3D printed.**

Day 3: The 3D Printing Process - Design & Printing

- Introduction to 3D printing technology
- Designing for 3D printing: considerations and best practices
- Hands-on session: creating designs for printing
- **At the end of day three, you will have the design ready to be sent for 3D printing.**

Day 4: Go-to-Market Strategy & Pitching

- Understanding the market and identifying target segments
- Crafting a compelling value proposition
- Creating a go-to-market plan
- Preparing the presentation pitch
- **At the end of day four, you will have the go-to-market strategy for your product and the design for the final pitch.**

Day 5: Final Pitching

- Final preparation for presentations
- Final project showcase: each team presents its pitch
- Feedback and evaluation
- Celebration and closing remarks



Print your mind in 3D - EMPOWER YOU CREATIVITY

Monday (20.05.2024)	Tuesday (21.05.2024)	Wednesday (22.05.2024)	Thursday (23.05.2024)	Friday (24.05.2024)
8:30 - 9:00 Registration of the participants - Venue Aula Magna "Carmen Sylva"				
09:00 - 10:15 Opening Ceremony, Aula "Carmen Sylva"	09:00 - 10:15 Junior Summer School	09:00 - 10:15 Junior Summer School	09:00 - 10:15 Workshop on the Romanian Language and Culture	09:00 - 10:15 Junior Summer School
10:15 - 10:30 Coffee break	10:15 - 10:30 Coffee break	10:15 - 10:30 Coffee break	10:15 - 10:30 Coffee break	10:15 - 10:30 Coffee break
10:30-12:15 Workshop "Making different cultures and diversity a strength for INGENIUM. A practical approach"	10:30-12:15 Junior Summer School	10:30-12:15 Junior Summer School	10:30-12:15 Junior Summer School	10:30-12:30 Junior Summer School - Final Pitching
12:15 - 13:45 Lunch	12:15 - 13:45 Lunch	12:15 - 13:45 Lunch	12:15 - 13:45 Lunch	12:30 - 14:00 Lunch
13:45 - 15:00 Junior Summer School	13:45 - 15:00 Junior Summer School	13:45 - 15:00 Junior Summer School	13:45 - 15:00 Junior Summer School	14:00-15:00 Closing ceremony
15:00 - 15:15 Coffee break	15:00 - 15:15 Coffee break	15:00 - 15:15 Coffee break	15:00 - 15:15 Coffee break	
15:15-16:30 Junior Summer School	15:15-16:30 Junior Summer School	15:15-16:30 Junior Summer School	15:15-16:30 Junior Summer School	
16.30-19.00 Free time	16:30-19:00 Treasure Hunt in Iasi	16.30-19.30 Free time		
19:00-22:00 Welcome Dinner - "Atelierul de Bere" Restaurant		19:30-22:30 Gala Dinner - Palas Congress Hall	19:00-22:00 Outdoor concert in the student campus, Tudor Vladimirescu	