

create
your future!

Summer School Entrepreneurship & Innovation



23 June-04 July 2025
Apply on line
before May, 1st 2025



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg



Make you fit for the business

Discovering Entrepreneurship and Innovation

Are you ready to turn your entrepreneurial ideas into reality in today's global business environment?

This two-week immersive programme is your gateway to discovering and realising your entrepreneurial vision.

It's a combination of cutting-edge learning, hands-on experience and global networking opportunities in the heart of Switzerland - one of the world's most dynamic and innovative business centres.

This summer, take the leap to turn your vision into impact. Join us to gain the skills, insights, and connections to become fit for the business world and thrive in a competitive environment.





Make you fit for the business

Discovering Entrepreneurship and Innovation

Collaborate on real startup projects, visiting dynamic companies, refining your business ideas using powerful tools to create sustainable value.

What sets this program apart is its strong focus on *pitching and strategy*.

You'll not only craft compelling pitches to attract investors and partners but also master strategic thinking by evaluating internal dynamics and external factors that shape business success.

Gain the skills to align resources with opportunities, formulate actionable strategies, and adapt to the ever-changing business landscape.

By blending the art of pitching with practical strategy, this program equips you to make impactful decisions and turn visionary ideas into reality.

June
23th

Welcome and Program Introduction

Start your entrepreneurial journey by connecting with peers and diving into the program's exciting roadmap. Explore how Swiss innovation thrives on the global stage and discover how its unique ecosystem nurtures start-ups and drives success.

Project Pitch and Team Formation

Kicking off with initial project pitches and team-building exercises

June
24th

Defensive Strategies and Company Value

Learn about positioning, addressing weaknesses, and identifying key success factors for sustainable business growth.

Pitching, Coaching, and Holacracy Insights

Hone your pitching skills with personalized coaching sessions to refine your business ideas. Gain valuable insights into holacracy and innovative management practices during a keynote by a professional from Liip.

Vision & Action

June
25th

Alternative Financing

Explore creative financing options, from angel investors to crowdfunding, and learn what investors seek in a winning pitch.

Pitch Workshop and Strategic Planning

Dive into an interactive workshop combining pitching with strategic analysis. Compare your performance with competitors, evaluate threats, and craft defensive strategies.

June
26th

Immersion into Swiss Innovation

Visit leading Swiss companies to witness entrepreneurial strategies and scaling practices in action. Gain insights from their successes, challenges, and innovative approaches to business.

June
27th

Communication Strategies for Entrepreneurs

Learn how to build a strong brand, tell compelling stories, and use social media to engage customers and investors. Discover how to create clear, impactful messages that drive business growth.

Empowering Coaching

Tailored guidance and insights.

Please note that this program is still under construction and will be finalized in May.



June
30th

Building Resilient Business Models

Learn how to design sustainable, adaptable business models that thrive in a changing environment.

Market Positioning Strategies

Learn how to position your start-up for a competitive edge by differentiating your offering from others. Create actionable plans that align your resources and vision with market opportunities.

July
1st

Company Visit - Market Leaders

Gain firsthand insights from Swiss market leaders. Understand their strategy for long-term success.

July
2nd

Advanced Financing Strategies

Learn how to craft a compelling pitch that attracts investors, explore advanced funding options like venture capital and strategic partnerships, and develop a financial strategy that aligns with your business goals.

July
2nd

Strategy Validation and Coaching

Validate your strategic approach with personalized feedback from mentors. Perfect your presentation for the final pitch, focusing on delivery, clarity, and persuasiveness.

July
3rd

Neuromarketing for Entrepreneurs

Learn how neuromarketing can boost your marketing strategies by understanding consumer behavior and influencing decision-making to drive engagement and sales.

Scaling Strategies for Start-Ups

Master the art of scaling by identifying opportunities and structuring your business for exponential growth

July
4th

Grand Finale

Present your project to a panel of industry experts and receive actionable feedback. Celebrate your achievements, connect with peers and mentors, and reflect on the journey ahead.

Strategy & Growth

Please note that this program is still under construction and will be finalized in May.



This program isn't just about business..
it's about connection and adventure.

Engage in dynamic networking opportunities with
peers and experts from diverse backgrounds, honing
your intercultural teamwork skills.



Outside the classroom, enjoy fun social activities that
showcase the best of Switzerland—from scenic hikes
and thrilling toboggan rides to visits to iconic Swiss
landmarks.

Make lasting memories while building relationships
that will inspire and support your entrepreneurial
journey.



JOIN US

Make you fit for the business

CONTACT

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