



UBB FSEGA  
FSEGA  
Curvina



International Relations Office

UBB Student *i-Lab*

# UBB FSEGA Innovation & Entrepreneurship Bootcamp

An Erasmus+ Blended Intensive Program (BIP)

**IN-PERSON** @ CLUJ-NAPOCA (JULY 15-19, 2024),  
ROMANIA & **ON-LINE** (EARLY JULY 2024)



## On-line component

**Zoom:** <https://econ-ubbcluj-ro.zoom.us/j/86593647233>

**Time:** 12 July 2024, 18:00-19:00

**Topic:** The Art of Pitching / Dr. Tom Estad

## On-site component

**Venue:** Campus FSEGA, Strada Teodor Mihali no. 58-60, Cluj-Napoca, Room 120

### Day 1 / 15 July 2024

9:00-9:15 / Welcome / Meet and greet / Dr. Răzvan Mustață - Dean of FSEGA

9:15-9:30 / Introducing the challenge / Dr. Ovidiu Bordean

9:30-11:00 / Entrepreneurship - An Economical and Cultural Framework / Dr. Viorela Văidean

11:00-11:30 / Coffee / Networking

11:30-12:30 / Understanding Sustainability / Dr. Simina Lakatos

12:30-13:00 / Meet the entrepreneurs / Narcis Ranghiuc (ProCompost)

13:00-14:00 / Lunch / Networking

14:00-15:30 / Workshop time / Experience Canvas / Dr. Ovidiu Bordean

17:30-19:00 / Cluj guided city tour

## **Day 2 / 16 July 2024**

9:30-11:00 / Meet the entrepreneurs / Codrut G. Bogdan (Design Solutions Studio) & Zoltan Gundisch (ROSECO)

11:00-11:30 / Coffee / Networking

11:30-13:00 / Creativity Techniques / Dr. Dan Lungescu

13:00-14:00 / Lunch / Networking

14:00-17:00 / Ideation & Concept Selection / Coaches

## **Day 3 / 17 July 2024**

9:30-11:00 / Customer Discovery (1) / Dr. Luiza Souca

11:00-11:30 / Coffee / Networking

11:30-13:00 / Critical Thinking / Dr. Dan Lungescu

13:00-14:00 / Lunch / Networking

14:00-15:30 / Group work and meeting with coaches

16:00-18:00 / Visit of Romulus Vuia Ethnographic Park

## **Day 4 / 18 July 2024**

9:30-11:00 / Customer Discovery (2) / Dr. Luiza Souca

11:00-11:30 / Coffee / Networking

11:30-13:00 / The formation of entrepreneurial intention / Dr. Ioana Andreica

13:00-14:00 / Lunch / Networking

14:00-16:30 / Group work and meeting with coaches

## **Day 5 / 19 July 2024**

9:30-11:00 / Final presentation (1)

11:00-11:30 / Coffee / Networking

11:30-13:00 / Final presentation (2)

13:00-14:00 / Lunch / Networking

14:00-15:00 / Awards and Closing Ceremony

18:30-20:30 / Farewell Dinner

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\* Please note that this is a tentative program; the final program will be communicated on July 9<sup>th</sup> 2024. All courses are mandatory. All times are in EEST.