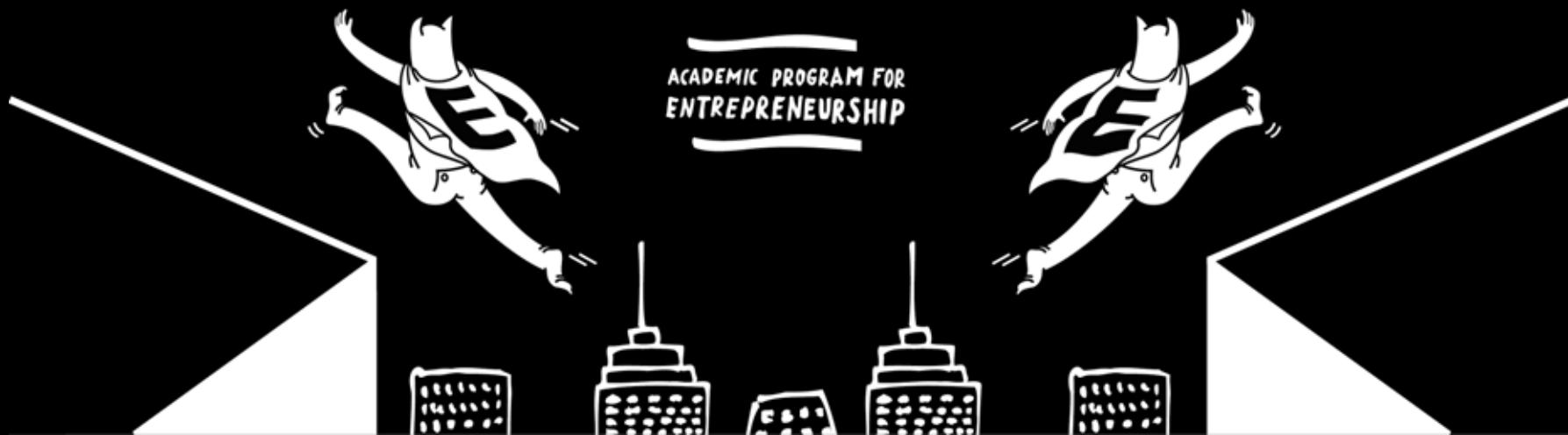


Academic Program for Entrepreneurship

- International Bootcamp -

March 2nd – March 7th, 2026



What you will be doing.

The **APE International Bootcamp 2026** will be run by the **Strascheg Center for Entrepreneurship (SCE)** at the **Munich University of Applied Sciences (MUAS)**. This bootcamp is **about doing**, not about listening to lectures. This is why you will spend most of your time working on a **real-life business idea** in teams. But we don't want you to feel lost. An **experienced team** of coaches, professors, mentors, and industry experts will be present to guide you through the process.

We will start each day with some **food for thought** on about how you might proceed with the day and some **inspiration** on the path you might want to choose. This won't take too much time, but make sure to be there - you don't want to miss our high-class speakers! **The rest is up to you!** Up to two coaches will be assigned to your group, but you are free to approach other mentors as well to gain valuable feedback.

In the end, you will be the one who decides on how you want to proceed with your project. International participants will be awarded a **certificate** from the SCE & MUAS after completion of the APE International Bootcamp 2026.

To get an impression on what to expect, check out this [video](#).



Example: APE Bootcamp 2024 Schedule

This year's schedule will look similar to this

Monday March 4th 9:30am-7pm	<p>Presentation... Introduction to the APE International Bootcamp 2024</p> <p>Teambuilding... Warm-up teambuilding exercises, and rally through Munich.</p> <p>Keynote Talks... by industry partners to give you some food for thought and inspiration.</p> <p>Bootcamp Challenges... We will present to you the challenges of the bootcamp. Afterwards, you and your team can select a challenge. (Teams will be formed across disciplines and nationalities beforehand).</p> <p>Doing... Get to know your team. Create a shared vision of the project. (And get introduced to the famous "Bierkühlschrank".)</p> <p>Dinner... We'll have a sponsored "Brotzeit" at a classical Bavarian Wirtshaus (after 7p.m.)</p>
Tuesday March 5th 09:30am-7pm	<p>Presentation 1 Introduction to the innovation process, design thinking & entrepreneurship (Moritz Hoffmann)</p> <p>Presentation 2 How to think and act as an entrepreneur (Prof. Steve Gedeon)</p> <p>Presentation 3 Research Basics (Prof. Dr. Mädäline Erascu)</p> <p>Doing... Plan your research strategy and get out of the building!</p>
Wednesday March 6th 09:30am-7pm	<p>Presentation 1 Start-up Insights (CLEW & urbntiger)</p> <p>Presentation 2 How to gain insights from your research and generate ideas (Prof. Ester Bernadó)</p> <p>Presentation 3 Venture Capital and Startup Finance (Assaf Shamia)</p> <p>Doing... Draw insights from what you have already learned, cluster insights, form opportunity areas, brainstorm, select and/or refine your business idea.</p> <p>Explore... the secrets of the most beautiful city (Munich) by a guided night watchmen tour (after 7p.m. & free of charge).</p>
Thursday March 7th 09:30am-7pm	<p>Presentation 1 Value Proposition (Dr. Emma Ives)</p> <p>Presentation 2 Prototyping (Prof. Dr. Florian Huber)</p> <p>Presentation 3 Business Modelling (Prof. Steve Gedeon)</p> <p>Doing... Do more research, refine your opportunity areas, refine your business idea, and design market validation tests.</p>
Friday March 8th 09:30am-10:00pm	<p>Presentation 1 Introduction to BMC Finance Tool (Prof. Albert Kraaij)</p> <p>Presentation 2 Pitching and presenting (Dr. Pascal Schneider)</p> <p>Doing... Refine your concept and business model, build a sustainable financial model, and build an overall coherent strategy for your new venture.</p>
Saturday March 9th 10am-8pm	<p>Doing... Get your business idea pitch-ready, create a coherent sales proposition, create an engaging pitch.</p> <p>Pitch... This afternoon you will pitch your concept to fellow students, programme alumni and a panel of experts (jury). Win an awesome prize! ☺</p> <p>Certificates... International participants will receive their certificates.</p> <p>The final... There will be a get-together with drinks and fingerfood. But also an official end. Means you'll have the chance to organize dinner and party afterwards.</p>

What you will be working on.

This year's APE Bootcamp will be inspired by ideas and challenges related to **a healthy future**.

Preventive healthcare, mental wellbeing, healthy lifestyles, nutrition, digital health and HealthTech solutions, AI in healthcare, or new business models for care, prevention and wellbeing – you name it. You will work in teams on different challenges that we introduce on the first day (or create your own). The challenges will be convenient for you to apply the design thinking and lean startup methods, and come up with your own solutions such as products, services, and business models that are relevant for the healthcare, wellbeing and prevention sectors. Each team will develop a business concept and a go-to-market strategy. At the end all future startups (you) will present their ideas to the audience and a jury of experts.



If you want to start getting information on the topic, you might want to head over to [Techcrunch](#) to see what is being discussed right now. Or you might check out what is being funded by investors at the moment by browsing [Crunchbase](#). You can also check out recent projects on [Kickstarter](#) to see which projects do well in crowdfunding campaigns. [Google Trends](#) is a good way to explore what people are interested in right now and to validate fields which you might think are exciting.

Our APE International Bootcamp 2026 will officially **kick-off on Monday, March 2nd 2026 at 9:30 a.m.** in our Steelcase Creative Hall. But we will not jump into working on business ideas right away. We will instead start by working on you and your ability to work in a team – and to know who is in your team. We have found this to be one of the key ingredients not just for successfully starting a new venture, but for life in general.

After a warm Bavarian welcome and a first introduction we will send you on a rally which takes you to different spots in Munich. You will have to find your way to some pretty famous (or secret) spots in Munich, solve some tasks, find some lunch and get to know your team mates. Bring warm clothing and a smartphone with a camera (if you have one).

Afterwards, back at the SCE, we will share what you have learned and seen, not only about the challenges you had to overcome, but also on how you approached them as a team.



Some of the APE Bootcamp Organizers and Coaches from the Last Years



Morten Edzards is a member of the SCE qualification and education team and an experienced coach. He leads the international program BIPA and is part of the managing team of the APE program.



Radovan Kacín is an agile project management trainer and coach from Prague. He also teaches at the University of Chemistry and Technology, Prague.



Mădălina Erascu is Associate Professor at West University of Timisoara, Romania, where she teaches and does research in formal verification and software engineering. She's also teaching topics on technical entrepreneurship to the Computer Science students.



Dr. Malik Khalfan, is an Associate Professor with more than 20 years of research, teaching, consultancy, agile practice, and construction industry experience by working in the UK, Hong Kong, Vietnam, Pakistan, Australia, Singapore and the UAE.



Dr. Leonardo Binetti, a former lecturer, co-founded a lithium-ion battery recycling startup. He mentors through Start for Future and is an Entrepreneur in Residence at Edinburgh Napier University.

Some of the APE Bootcamp Organizers and Coaches from the Last Years



Nick Fannin is Head of the Bright Red Triangle Business Incubator at Edinburgh Napier University.



Christian Klusmann is professor for Entrepreneurship & Digital Business Models at the Munich University of Applied Sciences. He most recently worked for the digitalHUB Aachen. There he supported digital and deep tech start-ups, particularly in the design of business models and in financing issues.



Nicolas van Hasselt is docent for (online) marketing at The Hague University of Applied Sciences with a strong background in market research.



...and many more.

Some of the Past Experts



Assaf Shamia is a partner at G+D Ventures, the corporate venture capital fund of Giesecke + Devrient in Germany.



Prof. Dr. Florian Huber is Professor of Entrepreneurship and Digital Business. Florian worked at a progressive design and innovation studio in Munich and Berlin, as a manager at PwC, and as the lead for the Academic Program for Entrepreneurship in Munich.

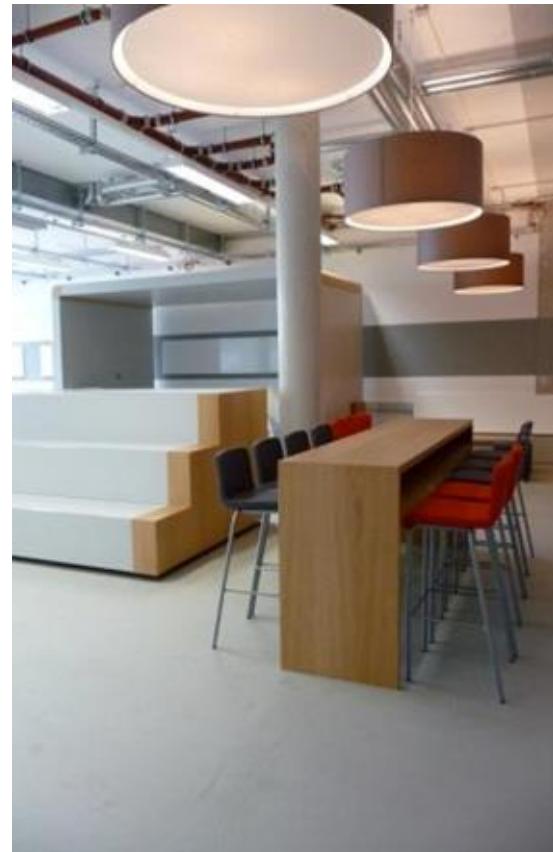


Dr. Pascal Schneider is an experienced Communications and Marketing Expert and Executive Coach.



Albert Kraaij is a Lecturer in Entrepreneurship at The Hague University of Applied Sciences and a Ph.D. candidate at Erasmus University. With has a background in finance. He holds Master's degrees in Business Administration and Innovation Studies. Kraaij's research is dedicated to exploring the impact of entrepreneurship on job creation, frugal business model innovation, and the development of tools for impact assessment based on the Sustainable Development Goals (SDGs).

Where you will be working: Steelcase Creative Hall.



We cannot provide free accommodations for participants. Please book a room by yourself. Previous participants have recommended the Wombat's City Hostel. In case Wombat's is fully booked, we have also included details for the Euro Youth Hostel located in the same street. You are free to find other places to stay as well. You can (soon) use our **slack channel** to discuss travel arrangements with fellow participants and arrange to share hostel rooms. Some of our Munich-based participants might also offer room in their apartments there.

Wombat's City Hostel

Senefelderstraße 1, 80336 Munich

+49 (0)89 5998 918-0

office@wombats-munich.de

<http://www.wombats-hostels.com/munich/>



Euro Youth Hostel

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Our address

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How to get there

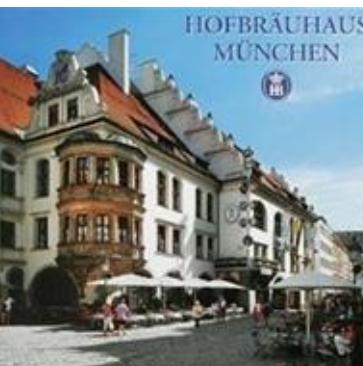
The Trams 20, 21, 22 and 29 will take you directly to our campus.

From there it is a 3 min. walk to our office.
The closest subway stations are
Stiglmaierplatz (U1) and Theresienstraße
(U2).

You can walk to our office in about 8 min.



Come and visit Munich.



We're looking forward to meet all of you in the world's most beautiful city soon. And we'd love if you would share your travel and bootcamp experiences with us and the world by using **#apebootcamp2026** on your social media!



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ACADEMIC PROGRAM FOR ENTREPRENEURSHIP



#APEBOOTCAMP2026



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