**Hi Everyone,**

We hereby invite you for the Innovation Bootcamp which starts out with the dating event on Sunday 13 April from 5pm till approximately 10pm-10.30pm. Bootcamp is organized by the department of Master Technology Entrepreneurship (Univerisity ITMO) and Vlerick Business School. All participants will receive Vlerick educational certificates for completion of the bootcamp training.

Vlerick is the autonomous management school founded in 1953 by professor, politician and entrepreneur Baron André Vlerick. Nowadays it offers MBA and Masters in Management, as well as general and specialized courses for managers, and custom-designed training for individual companies. Over 17,000 alumni in more than 100 different countries are alumni of the management schools.

If you have a business idea and would like to make you dream come true you are welcome to participate. More detailed information is available below, in attachment you can find an overview of the whole Bootcamp trajectory.

**A few practical details about the bootcamp:**

· **Dates**: 13 till - 18 April 2014

· **Location**: Birjevaya Linia V.O. #14

· **Language**: English

During the dating event you get the opportunity to present your idea in front of all idea holders, team candidates & organizers. The aim of the elevator pitch, which you will give in 5 minutes, is to convince/raise an interest with potential team candidates for your idea, to get a first feedback from the organizers. Per idea we foresee 5 minutes (5 slides) for the presentation. Try to answer in your presentation the questions listed in the attachment ‘5W’s’:

· **Which problem does your idea solve for the client?**

**· What is the added value or advantage of your idea versus competition (if there is competition)?**

**· Why is it important and exciting (to your organization/ to investors = business case)?**

**· What have you accomplished so far?**

**· What do you need further for success?**

We are convinced that this will be a challenging and learning full experience for you and your idea!

In order to sign up to this event, please send email to Alexey Solomatin: solomatin@gmail.com or contact him by phone: +7 812 933 5727.