Creativity Bootcamp

Basic Program Information

Who should attend
This program is targeted at developers, entrepreneurs as well as creative talents including:
• Product developer
• Business developer
• Executives with strategic and operational responsibility
• Executives who would benefit from learning about agile business development

What you learn
• Design thinking
• Agile product and service development
• Business canvas
• Rapid prototyping
• Pitching

How you learn
Classroom sessions include:
• Structured product development process: “start-up weekend” style
• Group work in cross-divisional “start-up” teams and pitch of proposals in front of a jury

Benefits
Participants will:
• Develop new and creative business models in a structured ideation process
• Gain insights into design thinking, business model canvas and other agile methodologies
• Meet other creative, entrepreneurial-minded people from all Bertelsmann divisions

Key Details

Your contacts
Joachim Klocke
Program Director
Sophia Hansen
Program Manager

Facilitators_Partners
G+J Greenhouse, UFA LAB, Penguin Random House

Program language
English

Date and location
Current program dates
Berlin, Germany
New York, United States

Duration
2.5 days

Participants
Min. 45 participants
Max. 60 participants

Booking information
Nomination by divisional Heads of HR only

Investment
Participants pay board, hotel and travel expenses

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Current dates of all nomination programs on Jam
Your Learning Experience | Typical Flow and Topics (Examples)

### Day 1
2:00 pm
- Welcome and program introduction
- Participants’ pitches
- Selection of 10 best ideas and networking
- Introduction of teams and process
- Group work

### Day 2
9:00 am
- Pitch doctor introduction and group work
- Design and pitch doctor slot 1
- Group work

### Day 3
9:00 am
- Group work
- Design slot
- Introduction of jury pitches 1-10
- Announcement of winning projects
4:00 pm
- End of meeting
Creativity Bootcamp

Your Program Experience at a Glance

-exclusive insights into a creative learning environment

Creativity Bootcamp – a competition for creative business ideas

Video Clip

Related Bertelsmann University blog posts

Promoting Innovation and Creativity at Bertelsmann

Blog post

Field Report from the Creativity Bootcamp in New York: ‘Event of Enormous Value’

Blog post

The New Bertelsmann University (4): Strategy Campus

Blog post