

# ITMO

## SUMMER SCHOOL

in Innovation, Creative Processes  
and Technological Entrepreneurship

## 2023

### WHEN?

July 31 - August 11, 2023

### ECTS?

Yes! 3 ECTS  
+ ITMO Official Certificate

### FEES?

22,000 RUB

### APPLICATION DEADLINE?

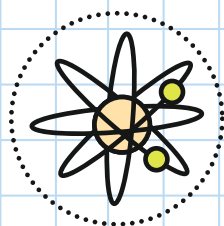
May 15, 2023

### APPLICATION DOCUMENTS?

- Valid copy of your passport
- CV
- please forward  
to Ms. Ekaterina Rassolenko at  
[e.rassolenko@itmo.ru](mailto:e.rassolenko@itmo.ru)

### REQUIREMENTS?

proficiency  
in the English language  
(B1 and higher)





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## SCHEDULE

July 31 - August 11, 2023



<b>July 31, Monday</b>	Monetization Models and Business Models	10:00 – 14:30
<b>August 1, Tuesday</b>	Market Estimation	10:00 – 14:30
<b>August 2, Wednesday</b>	Sources of Funding	10:00 – 14:30
<b>August 3, Thursday</b>	Target Audience. Problematization. Value Proposition	10:00 – 14:30
<b>August 4, Friday</b>	Creating MVP. Product Features	10:00 – 14:30
<b>August 7, Monday</b>	Competitors	10:00 – 14:30
<b>August 8, Tuesday</b>	Creating Ideal Presentations	10:00 – 14:30
<b>August 9, Wednesday</b>	Creating Landing Pages	10:00 – 14:30
<b>August 10, Thursday</b>	Group Project Finalization	10:00 – 14:30
<b>August 11, Friday</b>	Project Pitching	10:00 – 14:30

All classes are scheduled according to Moscow time (GMT +3).