

The 17th COEUR EuroPreneurship Workshop Wrocław – Poland, 15th-21st September 2019

eSports – Technology, Competition & Fun



THE CITY OF WROCLAW

This year we are meeting in Wrocław [pron.: Vrotzuav] – the capital of Lower Silesia. Let us give you some information about our city.

Wrocław is the fourth biggest city in Poland, with 635,000 inhabitants and 100,000 students. It is one of the oldest and most beautiful cities in

Poland, as well. Due to its location at the Odra river, 12 islands and 118 bridges (bigger and smaller) Wrocław is called the "Venice of the North".

Wrocław has an over 1000-year rich and stormy history written into its walls. The oldest part of the city – the Cathedral Island with numerous edifices of sacred architecture that have been preserved to our times in excellent shape – remembers the early Middle Ages. The City Hall of Wrocław is ranked among the most beautiful Gothic buildings in Central Europe and the lecture hall Leopoldyńska – the heart of the seventeenth-century building of the University of Wrocław – is the most significant baroque interior in Poland.

In Wrocław you may find beautiful green areas, including Szczytnicki Park, established in the 18th century, with the Japanese Garden and the Centennial Hall (on the UNESCO cultural heritage list), as well as the botanical and zoological gardens, the latter set up in 1865 with about 4.500 animals of 800 species.

Theatres, the National Forum of Music, the Opera House, museums and galleries offer countless cultural events. Music festivals became the cultural pride of the city with the most famous one – the International Festival Wratlavia Cantans. Wrocław was also the host city for major sports events, including the UEFA EURO 2012 Football Championships, 2014 FIVB Volleyball World Championships and the World Games 2017.

The capital of Lower Silesia, due to its location close to both Germany and the Czech Republic, is an important business centre and an attractive investment place for Polish and foreign business people.



Considering ICT and IT R&D industries alone, e.g. following international companies founded their offices in Wrocław:

- Criteriamx (of Austria),
- Etteplan, Nokia and Tieto (of Finland),
- Atos, Capgemini and Sii (of France),
- Diehl Controls and Gigaset (of Germany),
- Birlasoft and HCL (of India),
- UNIT4 (of the Netherlands),
- Opera Software (of Norway),
- Acturis, Imagination Technologies, Objectivity, Ocado and Red Embedded (of the UK),
- and Accenture, Dolby, Epam, Epiq Systems, Google, Global Logic, HP, IBM, Infusion, Mphasis and QAD (of the United States)

All that makes Wrocław a perfect location for the COEUR 2019 workshop addressing eSport and ICT technologies.

To know more about Wrocław, visit us in September, but before it happens, you may check the city website: <https://www.Wroclaw.pl/en> or watch a video of our city https://youtu.be/yp_kqiNU_sk.

WROCLAW UNIVERSITY OF ECONOMICS



What makes the atmosphere of Wrocław very special, is the fact that the city is one of the biggest university centres in Poland with over 100,000 students and 20 higher education institutions. One of these is Wrocław University of Economics (Uniwersytet Ekonomiczny we Wrocławiu).

The Wrocław University of Economics was opened in 1947 as a private, one-faculty College of Commercial

Education. Today it is one of the top Universities of Economics in Poland and a significant centre of education and research, playing an essential role in the international scientific community.

The University has four faculties of National Economy; Management, Computer Science & Finance; Engineering & Economics and Regional Economy & Tourism (located in Jelenia Góra). It employs over 500 academic teachers. In the current academic year, the University provides education to over 11,000 students. It offers full- and part-time programmes at bachelor, master and doctoral levels, both in Polish and English language.



The Wrocław University of Economics is also observing the growing interest in eSport. Due to the involvement of students associated in the Cultural and Sports Information Group (IKSS), two eSport university events of national reach have already been organised, including the recent Wrocław eSport Tournament WEST dedicated to CS: GO on March 23rd 2019.

If you want to gain a first impression of our University and the city, you may watch the following video https://youtu.be/v_udkNe7K68.

THE COEUR 2019 PROGRAMME

Day 0 (Welcome to Poland!)

COEUR 2019 begins on September 15th, and the first point on the agenda is the “Welcome to Poland” evening. After you arrive in Wrocław, locate yourself in the guest rooms and have some rest, we invite you for the dinner of regional cuisine. This evening is also the time when creative venture teams will be drawn. So you will already have an opportunity to know your team-mates a bit better. It is essential, as the ultimate success in the COEUR 2019 Idea Contest depends on good interactions within the teams.

Day 1 (Cooperate)

As each of the following days, the day of “Co-operation” starts with breakfast served from 8.00 to 9.00 a.m. Time is money – as every entrepreneur knows – and this is why we start a day early! The first part of the day is dedicated to learning how the Gaming industry and eSport worldwide operates. The insights will be provided by industry experts.

Before and after lunch – which is served every day between 13.00 and 14.00 we plan an opportunity to integrate within the teams by participating in a business simulation game, which helps you to learn how to manage a company in a highly competitive environment. It is also an opportunity to experience how games may transform education itself.

Finally, after dinner, served at the usual time between 18.00-19.00, an intercultural evening is organised. It is the special moment of each COEUR when all the participating students show the best samples of their cultures. We want to resign from PowerPoint or YouTube inputs, or from tasting all national brands of beers and spirits and encourage you to move towards artistic performance or an interactive show. The final idea will be yours, of course!

Day 2 (Open)



After breakfast, we are moving out of the vibrant city to find peace of mind which is necessary to come up with the first entrepreneurial ideas. Our destination is the Kłodzko Valley located about 85 km from Wrocław toward the Czech border. It is a region of turbulent history and beautiful nature which both create a perfect background for the day-long teamwork session.

After dinner, and already back to Wrocław, we will have the first opportunity to present the early visions of start-up undertakings located in

the domain of eSport, gaming, or far beyond. During the first idea check-up, teams – in a random sequence – will present their ideas to two parallel panels consisting of the team coaches. This may be an opportunity to show off, but, on the other hand, it could also be a hard lesson to know that not everybody is as enthusiastic about our start-up projects as we are. Therefore, a short session to work out comments provided by the panels may be required afterwards.



Day 3 (Evaluate)

We start day three with a short presentation on how to formulate and communicate the value added of entrepreneurial projects to potential investors or customers. It is essential to recognise how the target group may benefit from our ideas, how to increase the benefit or mitigate the risks involved. The presentation should stimulate further development of the start-up projects during the teamwork until lunch time.

In the afternoon, we are going to experience eSport live and confront our business visions with that experience. Finally, after an intensive working day, the relaxation time is foreseen. The student participants will be invited by local colleagues for a clubbing tour in the very heart of Wrocław – the Market Square, whereas team coaches are going to enjoy the cultural offer of the city. A short separation of the two groups should serve everybody well.

Day 4 (Unite)

The fourth day of COEUR 2019 starts with a presentation by a business expert on protecting intellectual properties (IP) in eBusiness. Because IP is the primary asset of all technology start-ups, this knowledge will be invaluable for the future. The second and final idea check-up follows the presentation. This time the teams will show how they are going to impress the panel of experts on the last day of COEUR 2019. The performances will be done team by team, to keep critical information on your ideas secret. The 7-minute limit per group should also make you familiar with conditions in which the final presentations will be held. The idea check-up is followed by group-work meant to work out the unique selling point of each business proposal.

After lunch, we are moving out of the university to enjoy the city of Wrocław from an unusual perspective – the floating one. A riverboat tour should be an opportunity to become energised for the final teamwork session that day.



Day 5 (Report)

The last morning starts with a motivation talk and rehearsals before the final show. It is an opportunity to polish your presentations together with team coaches. An essential part of the performance is to check the final venue. Nothing annoys as much as a technology breakdown during a professional presentation of a technologically intensive idea.

After lunch, precisely at 14.00, the new generation of European entrepreneurs will try to impress a jury consisting of entrepreneurs and IT business experts. You will have only 7 minutes to present your business model to people who hear about it for the first time. If your presentation is interesting – and there is no doubt that they will be – you should expect detailed questions from both the jury and the public who want to be sure that your brilliant ideas will turn into successful businesses in the future. Besides, could you receive any better feedback than this of entrepreneurs who had risked their own money and succeeded?

And that is the end of the hard work– the rest is just entertainment! In the afternoon we are going to meet in the city centre at 18.00 for the COEUR 2019 Award Ceremony. You will learn there who wins in the following three categories:

- 1) The Best Idea of COEUR 2019. The result is based on jury opinion regarding innovativeness of the concept, understanding of the market and customers' needs, feasibility of the project and entrepreneurs' willingness to invest in your idea.

- 2) The Best Performance, based on evaluation of the promotion materials and the methods you used in the final presentation, your persuasive power, team engagement and the general impression you made.
- 3) The Most Versatile Team, based on team coaches' observations of team cohesion and engagement of all its members throughout the whole COEUR 2019 week.

After that, the Great COEUR 2019 Farewell Party starts.

We are going to meet for the last time at breakfast on September 21st to thank you for the common event and to wish you a safe journey home.

THE COEUR 2019 PARTICIPATION FEES

The fee for participants of the COEUR 2019 amounts to 325 EUR (students) and 400 EUR (staff) and **includes**:

- a place in a twin-bed guest room of the Wrocław University of Economics (building DS1 "Przegubowiec") from the night of September 15th/16th 2019 until that of September 20th/21st 2019 (see timetable) or in a single room in case of the staff,
- meals (breakfasts, lunches and dinners) starting with September 15th 2019 dinner and finishing with September 21st breakfast,
- participation in the program of COEUR 2019 as specified in the timetable, including program-related materials, entrance fees and travelling between particular venues (in case of Wrocław participants will be provided at the "Welcome to Wrocław" session with the 7-day ticket for public communication within Wrocław urban area).

Please, note that the fees do not include travelling cost to and back from Wrocław, accommodation before/after the period specified above (to be organised by participants on their own if needed) as well as any cost not resulting from an official programme of COEUR 2019.

IMPORTANT DATES FOR APPLICANTS FROM MAINZ

- **ASAP** contact your local coordinator to apply for your participation. The number of participants is limited to 10 students from Mainz. Selection will generally follow the first come, first serve principal. If largely overbooked a selection procedure based on applicants data (and may be interviews) will be in place. A waiting list will be active.
- **Written confirmation of participation (Email) will be given in the week of the Options Exhibition for WS 2019/20, until 7th June 2019 latest.**
- Immediately with the written confirmation of participation a **non-rundable down-payment of 125,- €** to the University of Applied Sciences Mainz is due (details to follow). With the confirmation also the conditions of payment will be sent.
- Only after the arrival of the down-payment on the account specified **participation is guaranteed**. Before that no booking of flights or any additional activities should be undertaken.
- In June or August a preparatory meeting with the participants will be organised. The second tranche of the payment (200,- €) is due in August. **Details on all further questions will follow.**

CONTACT AND COORDINATION IN MAINZ

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