

create
your future!

Summer School Entrepreneurship & Innovation



22 June-03 July 2026
Apply on line
before May, 1st 2026



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg



Make you fit for the business

Discovering Entrepreneurship and Innovation

Are you ready to turn your entrepreneurial ideas into reality in today's global business environment?

This two-week immersive programme is your gateway to discovering and realising your entrepreneurial vision.

It's a combination of cutting-edge learning, hands-on experience and global networking opportunities in the heart of Switzerland - one of the world's most dynamic and innovative business centres.

This summer, take the leap to turn your vision into impact. Join us to gain the skills, insights, and connections to become fit for the business world and thrive in a competitive environment.





Make you fit for the business

Discovering Entrepreneurship and Innovation

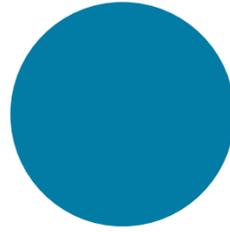
Collaborate on real startup projects, visiting dynamic companies, refining your business ideas using powerful tools to create sustainable value.

What sets this program apart is its strong focus on *pitching and strategy*.

You'll not only craft compelling pitches to attract investors and partners but also master strategic thinking by evaluating internal dynamics and external factors that shape business success.

Gain the skills to align resources with opportunities, formulate actionable strategies, and adapt to the ever-changing business landscape.

By blending the art of pitching with practical strategy, this program equips you to make impactful decisions and turn visionary ideas into reality.



Welcome and Program Introduction

Start your entrepreneurial journey by connecting with peers and diving into the program's exciting roadmap. Explore how Swiss innovation thrives on the global stage and discover how its unique ecosystem nurtures start-ups and drives success.

Project Pitch and Team Formation

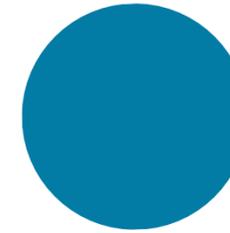
Participants present initial project ideas or are assigned to real start-up projects. Teams are formed around complementary skills, setting the foundation for collaboration throughout the program.

Defensive Strategies & Company Value

This module focuses on understanding how companies create and protect value. Students analyse positioning, identify weaknesses, assess risks, and explore key success factors that support sustainable growth.

Pitching & Personalised Coaching

Through hands-on workshops and individual coaching sessions, students strengthen their presentation skills. Emphasis is placed on clarity, structure, and persuasion to effectively communicate business ideas to investors and partners.



Financing Strategies for Start-Ups

Participants explore a range of financing options, from angel investors and crowdfunding to venture capital and strategic partnerships. The module highlights what investors expect and how funding strategies align with business models.

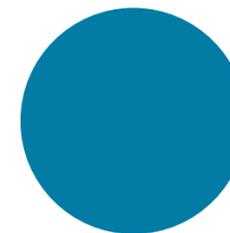
Strategic Analysis & Competitive Positioning

Students learn to analyse competitors, evaluate external threats, and define strategic priorities. The focus is on building defensible strategies and aligning resources with market opportunities.

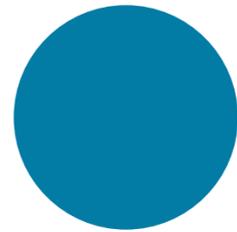
Innovation Hub Visit – ZID Bern (BERNpark)

Students visit the ZID Bern innovation hub, a space dedicated to entrepreneurship, experimentation, and collaboration. The visit highlights how innovation ecosystems support start-ups through infrastructure, networks, and applied research, bridging ideas and market implementation.

Vision & Action



Please note that this program is still under construction and will be finalized in April.



Immersion into Swiss Innovation

Company visits provide direct exposure to entrepreneurial practices in Switzerland. Students gain insights into innovation, scaling strategies, and real-world business challenges through interactions with established firms and start-ups.

Communication Strategies for Entrepreneurs

This module addresses branding, storytelling, and communication channels. Students learn how to craft clear and consistent messages to engage customers, partners, and investors in a competitive environment.

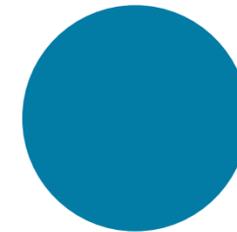
Building Resilient Business Models

Participants work on designing adaptable and sustainable business models capable of evolving in uncertain and fast-changing markets.

Market Positioning & Growth

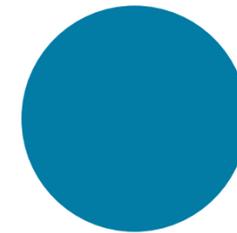
The focus is on differentiation and competitive advantage. Students develop actionable positioning strategies that align vision, resources, and customer needs.

Strategy & Growth



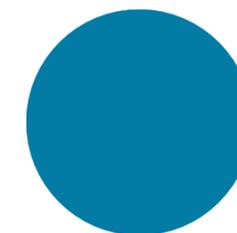
Company Visit – Market Leaders

Visits to leading Swiss companies offer insights into long-term strategy, brand positioning, and operational excellence within highly competitive global industries. opportunity identification.



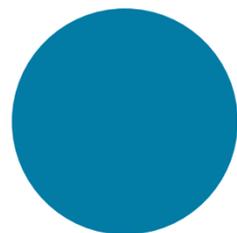
AI & Entrepreneurship

This module introduces the practical use of AI tools, such as ChatGPT, in business development. Students learn how AI can support idea generation, market analysis, competitor benchmarking, customer personas, communication strategies, and early financial estimations. Emphasis is placed on critical thinking, validation of outputs, and the role of human judgment in decision-making.



Grand Finale

The program concludes with final project presentations in front of a panel of experts. Students receive constructive feedback, reflect on their learning journey, and consolidate connections built throughout the Summer School



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This program isn't just about business..
it's about connection and adventure.

Engage in dynamic networking opportunities with
peers and experts from diverse backgrounds, honing
your intercultural teamwork skills.



Outside the classroom, enjoy fun social activities that
showcase the best of Switzerland—from scenic hikes
and thrilling toboggan rides to visits to iconic Swiss
landmarks.

Make lasting memories while building relationships
that will inspire and support your entrepreneurial
journey.

JOIN US

Make you fit for the business

CONTACT

heg-international@hefr.ch



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