



**RISE  
PROGRAMME**

**EMPOWERING**

**FEMALE ENTREPRENEURS**



**CBS**



**CSE**



# ABOUT THE PROGRAMME

The RISE Programme is aimed at enabling aspiring female entrepreneurs to create the business of their dreams and empower them to reveal their potential.

It's an exclusive talent programme for female students in CBS with only 15 spots available.

The programme is tailored to make entrepreneurial souls rise above the challenges that can appear when creating business, but also to rise above inner barriers that puts a thorn in unfolding the talent within.





# ABOUT THE PROGRAMME

The talent programme leads to an [internship with ECTS](#) on BA 5th semester/Msc 3rd semester, so you are fully prepared to go all-in on your business during fall time.

In the programme you'll go through 10 TRACKS from beginning to end and in these modules you'll learn everything you need to kick off your entrepreneurial journey.

The programme will run in spring time only.





# COACHES AND PRESENTERS



Hilde Seglem

Executive consultant &  
Facilitator

**DEX**



Nina Uller

Executive consultant &  
Facilitator

**DEX**



Sophie Bech

Talent & Business Developer

**CSE**



Natasja Bjørklund

Organizer & Coach

**CSE**

TRACK	THEME	DATE	TIME	LOCATION
1	<b>Kickoff</b> Hero's journey as an entrepreneur - Entrepreneurial phases and your mind-set as fuel	03rd April	8-12am	Meeting room 10, CSE 1st floor
2	Your story about you - what's your value set point and what does it mean in relation to others?	11th April	8-12am	Meeting room 10, CSE 1st floor
3	From idea to concept - the development/expansion of concepts in clusters	15th April	2-6pm	Meeting room 10, CSE 1st floor
4	How to use Business Model Canvas as a storytelling device - From BMC to pitch	25th April	2-6pm	Meeting room 10, CSE 1st floor
5	Blind spots, Biology and Bandwidth	1st May	8-12am	Meeting room 10, CSE 1st floor
6	How marketing- and branding strategies can expand your business in reach and depth	8 May	8-12am	Meeting room 10, CSE 1st floor
7	From blockages to boosts: When your self image matches your biggest dream	16 May	8-12am	Meeting room 10, CSE 1st floor
8	Pitch training	22 May	8-12am	Meeting room 10, CSE 1st floor
9	From aspiring entrepreneur to developed talent	28 May	2-4pm	Meeting room 10, CSE 1st floor
10	<b>Graduation</b>	28 May	4-6pm	Kitchen CSE 2nd floor

# TRACK ONE

## Hero's journey as an entrepreneur - Entrepreneurial phases and your mind-set as fuel

Navigation in the wild unknown is a basic condition for the entrepreneur. In the first module we're putting your perspective in the grand scale with the storytelling tool "Hero's Journey". You'll get the ability to switch between the emotional perspective and the rational overview on resources, alliances and phases, that needs to be worked on.

You'll get the opportunity to explore the assumption you have about your own skills and accomplishments and you'll get the tools to redefine the opportunities, relations and resources, that can lift every aspect of life as an entrepreneur.

This module will give you an understanding of the connections between thoughts, feelings and the autonomous nervous system. An understanding that provides you with the grand overview of how changes in your body and emotional responses are linked. The module will end with a summarizing strategic overview and an individual execution plan.

### OUTCOME

- Authorization of the self image, that you will become established as an entrepreneur
- Thriving in a startup environment and influencing the startup environment
- Find the right balance between own needs and others
- Sparring with peers about ideas, concepts and products
- Working with critique and feedback

# TRACK TWO

Your story about you – What's your value set point and what does it mean in relation to others?

In this module we'll dive deeper into the framework from TRACK ONE. You'll get insight into the invisible factors that become part of your thought-, feeling- and action program in relation to your understanding of your own worth. You'll experience how rules on a deeper levels of consciousness define you and tools to rise above the old paradigms and reach your potential.

By focusing on a concrete setting - your relationship with money - we'll uncover the influence this have on your own value on the market. A belief that can bleed into many places of your life - mandate circle. Based on this insight we'll create a revised version of your goals for strategic overview of your own development.

## **OUTCOME**

- Ability to experience yourself as financially trustworthy
- Get the best possible balanced access to and overview of your personal resources
- Focus on the factors that positively influence the attraction of proper finances
- Show a realistic and increased willingness to taking risks
- Stand strong in applying for means and grants
- Strengthened valuation of own resources



# TRACK THREE

From idea to concept - the development/expansion of concepts in clusters

This module is organized in sprints with focus on the creation and development of ideas. The student will be opened to creative thinking with the purpose of exploring concepts and ideas in a space, where the business concept will become gradually more concrete and testable. The sprints encompasses the expansion of ones existing perceptions of what is possible, but they'll also foster a playful approach to explore business opportunities on a continuous basis.

## OUTCOME

- Concept development of idea
- Openness to creative exploration of product, service and target groups
- Understanding of how iterative processes can bring you closer to the good value proposition
- Critical thinking of own assumptions

**Sprint 0:** Expand your perspective

**Sprint 1:** Creation and development of ideas - Develop new ideas and challenge existing ideas

**Sprint 2:** Value propositions - Brainstorm of different value proposition and selection

**Sprint 3:** Target groups - Defining a segment and characteristics of the ideal customer

**Sprint 4:** Exploring the understanding of your brand - Alternative possibilities of product use, alternative target groups, alternative product development opportunities

**Sprint 5:** Execution - The iterative process and constantly challenge own assumptions.



# TRACK FOUR

## How to use Business Model Canvas as a storytelling device - From BMC to pitch

The BMC will be used as a framework to create a story about your business. This module includes a basic introduction to the canvas and with focus on interactivity (brain writing and cluster work).

We'll go through the elements of the canvas to create an overview of your business structure and in which ways this could be presented.

In this module we'll use real-case examples on how BMC can be used in practice, and the students will challenge their existing business model by adding to new and different strategies on their business.

### OUTCOME

- Introduction to BMC
- 360 degree perspective on your business
- Analysis of the different elements of BMC
- How BMC is being used in practice
- Storytelling/pitch based on BMC
- New perspectives on business strategies



# TRACK FIVE

## Blind spots, Biology and Bandwidth

In this module we'll continue the working on your self-image and put new perspectives on previous experiences of failure. You'll get insight into two complementary ways to interpret task assesment, experience of responsibility and teamwork by providing you with the opportunity to work purposefully with diversity and your own perception of success.

We will also touch upon how the brain's biological work is maintaining social status and tools to hack the biological work, so you'll register successes instead of failures. This will create a new way to interpret your progression, which is determining for your energy level.

You'll get to recognize your evolutionary mental and biological protection mechanisms, that can be counterproductive in the pursuit of being more visible and stepping into your mandate. You'll meet your system's "musketees": The Life Guard, The Inner Critic and The Rebel. When your nervous system and evolutionary biology have been calmed, you'll experience a feeling of having the format to reach your career goal. Thereby experiencing confidence and self worth.

### OUTCOME

- Feeling able and worthy of connecting with ambitious people and ask for support
- Spot opportunities for partnerships
- Take upon challenges with a collaborative, problem-solving approach
- Use diversity in backgrounds and experiences to learn and grow together
- Strengthen the ability to work with complementary personality profiles and substantiate thought-diversity across intelligence, personality, gender and ethnicity



# TRACK SIX

How marketing and branding strategies can expand your business in reach and depth

Inspired by amazing startup cases we will take a look upon how creative marketing strategies can be used to validate products and target the market in wide and range.

We will challenge you in thinking differently and test how a variety of marketing strategies will add value to your business. We will use different techniques like brainstorm- and writing to look at alternative ways at framing your go-to-market strategies and branding of your business. We will also progress to how your personal values and aesthetics can be used in presenting your products and services, and on a higher note, your company.

## OUTCOME

- Introduction to different startup marketing strategies
- Ideas for alternative usage
- Building your marketing strategy for your business
- Creating a plan for going into the market



# TRACK SEVEN

From blockages to goal-setting. When your self image matches your biggest dream

In this module you'll work with the "Big Why", the strategic overview and "High Lifetime Value Activities".

By working with these themes you'll learn to let go of doubt in relation to defining ambitious goals and activities that previously have been at the edge of your comfort zone.

This will be done by uncovering which areas in your life that are most mentally exhausting and work with those areas in the frame of the biological protection system. The entrepreneurial work in the wild unknown activate these systems, and you'll learn to calm the system's experience of danger, so you can explore unknown territory just outside of your the comfort zone.

## OUTCOME

- Work ethics with high energy levels and experience of capability
- Enhanced ability to see the grand scale of things, setting goals, executing and persistency with intention
- Developing a broad perspective on life activities in order to take wise, realistic decisions
- Master the "learning curve process"
- What to prioritize in order to not become overwhelmed
- A strengthened self image through experience of executing



# TRACK EIGHT

## Pitch training

How do you structure the perfect pitch, and what does it contain? We'll help you boost your presentation skills, the content of your pitch, and be aware of that trickers your nerves on a psychological level.

This module is focused on both the structural level, the cognitive level and the physical level. We'll tap into using the BMC as a way of picking out what to present. We'll enable you to nail a personal and professional tone, posture, volume, and energy in your stage presence. Finally, we'll look into how your body language influence the way you think and feel about yourself and your presentation, and how you can change behaviour by calming your system during a pitch. You will train your pitches by filming each other and giving feedback to your awesome peers as well as get constructive criticism by the facilitators.

### OUTCOME

- Valuable experience pitching
- Videos visualizing your body language and presence
- Tools to develop a business concept and develop the excellent pitch
- Utilize your own and other people's abilities solve problems as a collective effort

# TRACK NINE

From aspiring entrepreneur to developed talent

This short module will focus on getting you well on your way. We'll look at what the next steps for your business and how we can support you further during your journey.

This will be done by individual counselling sessions to give each participant tailored advice and assistance in setting goals for the internship.

## OUTCOME

- Individual mentoring sessions with DEX and CSE
- Plan for your next steps



# TRACK TEN

## Graduation

### OUTCOME

- Proof that you've participated in the RISE programme (Diploma)
- Proof of progression on pitch and business concept
- Feeling confident presenting in front of a bigger audience

At the graduation you'll do a final pitch in front of an audience.

Facilitators from DEX and CSE will provide you with feedback after your pitch on where you can tweak your presentation.

The celebration will continue with receiving your RISE diploma.

# INTERNSHIPS WITH ECTS

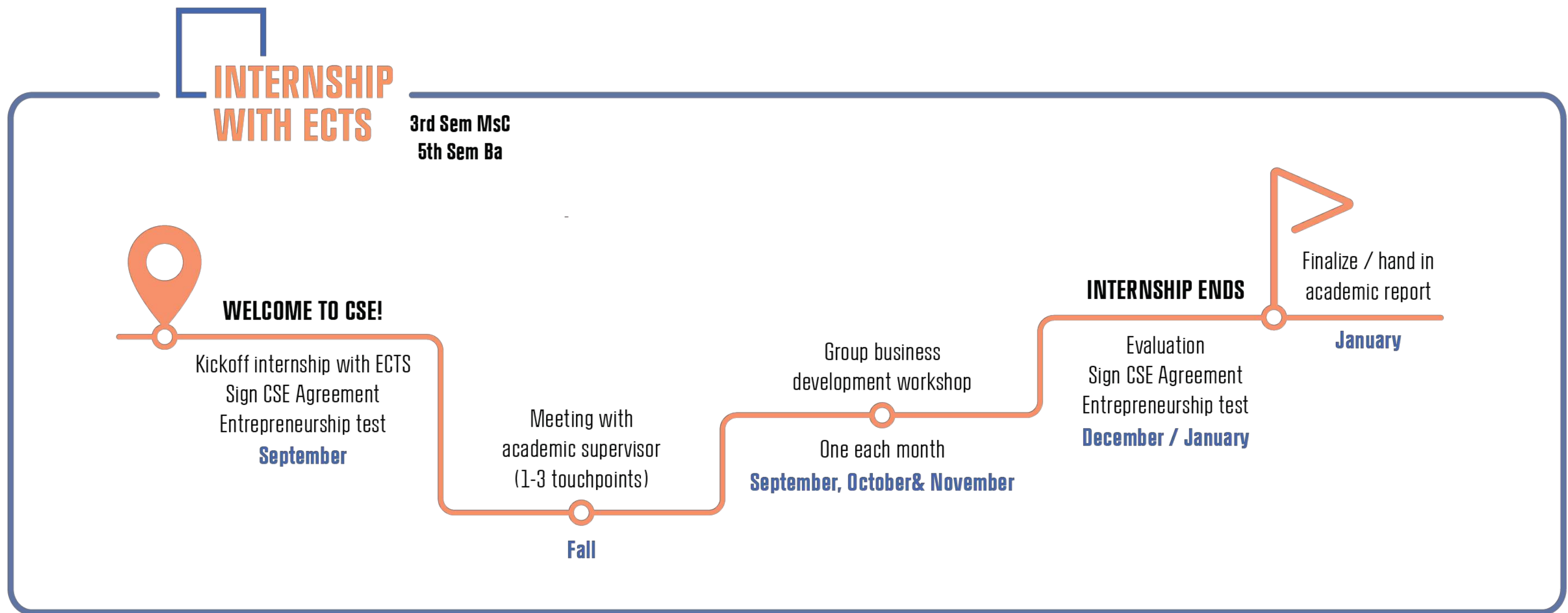
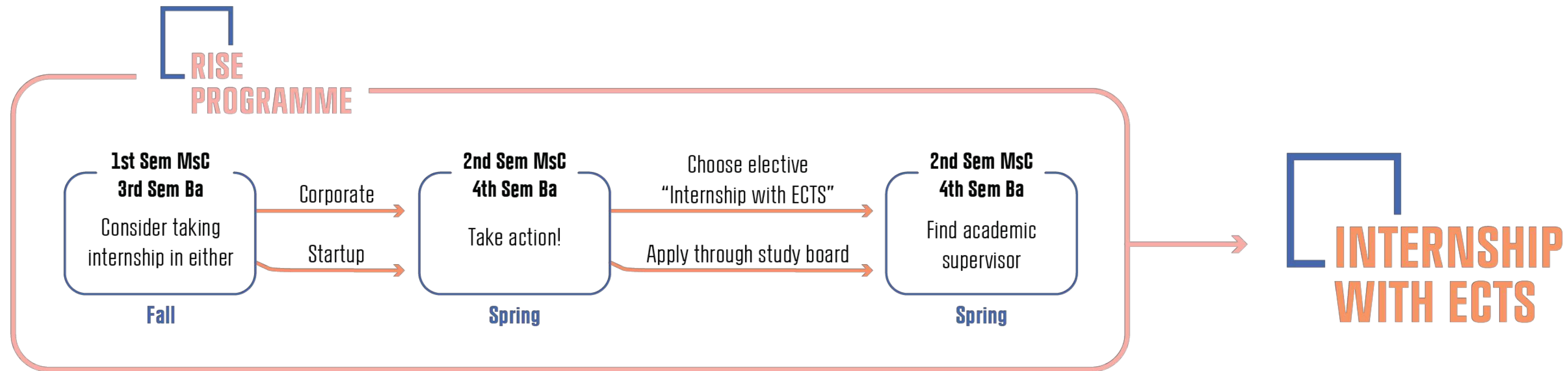
Apply for internship in your own/another startup and get ECTS in the fall semester

A criteria for entering the RISE Programme is that you will take the Internship with ECTS in the fall semester through CSE.

Whether you apply for the course or apply through the study board is depending on your individual Study line, but almost all CBS Study lines allows internship in your own startup.

During RISE, we will help you set your goals and actions for maximizing your output of the Internship period, to get your business up and running.







# HOW TO APPLY

The criterias for applying are:

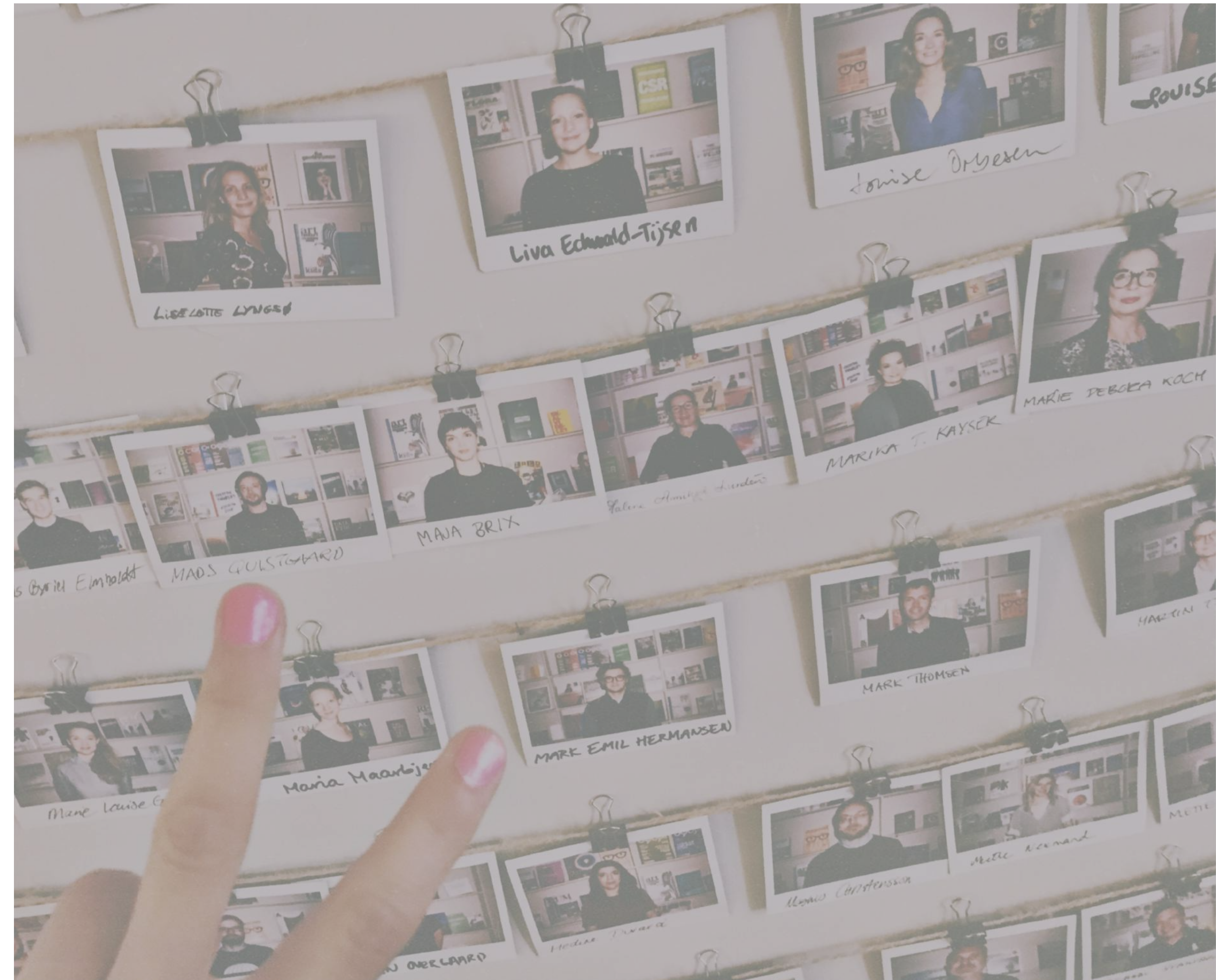
- 1) You have an awesome entrepreneurial spirit and an idea - in any stage
- 2) You're a female student at CBS
- 3) You're taking an internship in your own/another's startup in the fall semester (5th sem. BA / 3rd sem. MSc).

To apply for one of the 15 spots available in RISE please write a motivational letter including:

- Full name, study line, current semester
- Short presentation of your idea
- Why you should be in the programme

NOTE: The format is 1 page max (attached as pdf)

Send the application in pdf to RISE Programme master Sophie Bech at [sbb.edu@cbs.dk](mailto:sbb.edu@cbs.dk). **Deadline:** 4th March 2019 at 12am. All applicants are responded by Friday 8th of March.





# CONTACT

Copenhagen School of Entrepreneurship

Programme master

**Sophie Bech**

sbb.edu@cbs.dk



Entrepreneurship  
in society