

## Invitation to the ROSEWOOD Business Idea Creation workshop on 1<sup>st</sup> October 2019

Within the framework of the EU-project ROSEWOOD, we would like to invite you to the Business-Idea-Creation workshop at proHolzBW in Ostfildern. The goal of this workshop is to generate innovative ideas for the forestry sector that are suitable to promote the sustainable wood mobilization in Europe. After a collective brainstorming session, the new ideas gathered will be further developed in small working groups and the best idea will be nominated at the end of the workshop. The targeted audience are experts and professionals as well as students from related study programs.

The ROSEWOOD network is composed of four Regional Hubs for Sustainable Wood Mobilisation in North, Central, East and South Europe. They represent the heart of the network, initiating dialogue and collaboration on the subject among practitioners, experts, political and economic players.

To follow up on this workshop, all participants are invited to attend the ROSEWOOD B2B-event in Bavaria and the final conference of the project in Brussels to further develop their own network and gain insights in trendsetting business ideas and projects. Moreover, promising ideas of the Business Idea Creation workshop can be presented there to a broad expert audience.

Date:	01.10.2019
Time:	9.00 – 18.30 Uhr
Place:	proHolzBW GmbH Forum Holzbau Hellmuth-Hirth-Str.7 73760 Ostfildern
Organisation:	proHolzBW GmbH Larissa Rudolph rudolph@proholzBW.de

### Programm:

9.0 – 10.15 Uhr	<ul style="list-style-type: none"> <li>• Opening speech</li> <li>• Greeting and introduction from proHolz</li> <li>• Introduction of the ROSEWOOD project</li> </ul>
10.15 – 10.30 Uhr	Icebreaker
10.30 – 11.30 Uhr	Workshop Idea Generation I (focus on idea generation)
11.15 – 11.30 Uhr	<i>Coffee break</i>
11.30 – 12.30 Uhr	Idea Generation II (focus on evaluation and feasibility of ideas in heterogeneous groups)
12.30 – 13.30 Uhr	<i>Lunch break</i>
13.30 – 14.00 Uhr	Introduction of the business model Canvas
14.00 – 16.00 Uhr	Application of business model Canvas
16.00 – 16.30 Uhr	Input Session Pitches
16.30 – 16.45 Uhr	<i>Coffee break</i>



16.45 – 17.30 Uhr	Time for further development of the ideas (finalisation of business model Canvas and preparation of the presentation)
17.30 – 18.15 Uhr	Pitches (presentation of ideas)
18.15 – 18.30 Uhr	Award Ceremony
18.30 Uhr	End of workshop

**The instructor:**



**Kathrin Steinbrink** is doctoral candidate at the chair for business start-ups and entrepreneurship at the University of Hohenheim. In this position she coaches events for idea generation and conceptual design of new business ideas. Moreover, she teaches the subject entrepreneurship at the Baden-Wuerttemberg Cooperative State University and consults young entrepreneurs in the initial stage, supporting in planning, development and marketing of the business model.

**Your way to the workshop:**

The Forum Holzbau is located in the commercial area Scharnhäuser Park, Ostfildern. There is sufficient parking area available. It can be reached by public transport using line U7 and U8 in direction to Ostfildern/Nellingen, Station Kreuzbrunnen. From there it is only 2 mins walking.

**Registration:**

The number of available places is limited. Participation is only possible after registration! Please sign up until 24th September 2019 via E-Mail to: Larissa Rudolph ([rudolph@proholzbw.de](mailto:rudolph@proholzbw.de))

