

INTERNATIONAL PROJECT WEEK FOR STUDENTS

INTERNATIONAL BUSINESS SANDBOX

Learning the Steps to Turn Your Quick Business Idea into Something Real

AGENDA

- Virtual part: March 4 and 6, 2026 (the link will be shared subsequently)
- Onsite part: March 10–14, 2025

Venue:

- [B2 Ljubljana School of Business](#), Tržaška 42, SI-1000 Ljubljana,
Classroom P1 (1st floor)

Organized by:

- B2 Ljubljana School of Business
- NHL Stenden University of Applied Sciences



AN EXCITING WEEK
OF INNOVATION &
COLLABORATION,
ENTREPRENEURIAL
LEARNING &
INTERCULTURAL
EXPERIENCE!

The purpose of this week:

- Try to come up with a realistic business project at an unfamiliar location
- Learn the process to do this again later (when you visit somewhere and have a business idea)
- Do this 100% for real and thus gain skills and tools that allow you to come up with viable business opportunities and execute them

International Project Week Facilitators:

- Mitja Goljar, Slovenia
- dr. Shilpa Samplonius-Raut, Netherlands
- Parthiv Bharali, Netherlands
- dr. Katarina Aškerc Zadavec, Slovenia

[FACILITATORS' BIOS](#)

BEFORE THE COURSE:

Pre-session #1: Tuesday (Mar 4, 15:15–17:00)

Introduction to the program: the goals, the structure, the content and the expectations.

Logistics of the program: the where, the who and the how.

The task: Students will be instructed to **come up with the beginning of a business idea** that can be applied to the new location (students will be required to bring one idea each to the next pre-session. There they will assess the initial ideas, choose the most interesting ones and form into project teams)

Pre-session #2: Thursday (Mar 6, 15:15–17:00)

Lightning **presentations of all business ideas** (each student will have 1 minute to talk about a business idea they have come up with and invite others to vote for them)

Students will **vote to select the most interesting ideas** they would want to work on during the week

Team selection: Students that presented the selected ideas will become team leaders and will be tasked to »recruit« their project teams, while the rest of the students will talk with them and try to be »hired« to join the projects they like the most. the facilitators will help students with this process. Teams will be registered.

Research task: Formed teams will be **given an assignment to prepare initial research** into the idea they have chosen

THE COURSE: Every day between 9:30 and 15:00

Monday (Mar 10)

Welcome and **introductions** to the program.

Icebreaker and teambuilding exercise for the students.

Crash course in business creation: **the general theory of starting something new fast and without startup capital** (based on the methodology for starting a new micro venture, M. Goljar et. al., 2022)

Who is the ideal customer: a practical session aimed at figuring out who is the best first customer (students will **search for ONE ideal customer** in order to conduct the first round of business development and prototyping)

Creation of the first value proposition: Simplifying the big idea into something smaller that can be **immediately offered to the first customer** in order to get feedback and understand the needs of the market from the bottom up

Tuesday (Mar 11)

The **mission impossible simulation:** an intense teambuilding and execution workshop for the whole group to learn the **skillset and mindset when executing a new venture** quickly

Methodology for 1:1 customer interviews: a practical workshop on the **approaches to get feedback from the market very quickly** which will inform the next step of venture development, avoiding imprecise surveys and top-down analysis

Going into the field: students will go and **reach out to real customers** in order to prove or disprove their initial assumptions on their value propositions

Outlining the product: students will come up with a concrete customer offering that **can be shown to first customers** in the next step of venture development (the facilitator will guide students to figure out what needs to be done to achieve the first sale)

Tuesday, 18:00: Student Informal Meeting – Networking Mixer

- Organized by B2 LSB Student Council (Venue: *Svečka bar*, [Dunajska c. 218, 1000 Ljubljana](#))

Wednesday (Mar 12)

Creating the sales proposal before committing to build the prototype: students will **prepare a sales proposal/brochure/offer page** for their imagined offer or service in order to actually send it to a small number of potential first customers to get direct and imminent feedback from the market

Going into the field: students will go and **try to make a first (pre)sale** in order to prove or disprove their initial assumptions about their proposed product or service

Methodology for early customer acquisition or sales: a workshop **outlining the steps every early-stage venture must take** in order to gain first revenue and achieve product/market fit

Marketing: guest lecture by the professor of marketing

Time for teams to iterate on their early sales proposals: students will be invited to **change their initial product, or service** offers to reflect on the learning from the day, thus reinforcing the concept that **business ideas are always a work in progress and constantly change**

Wednesday, 18:00: Guided Tour around Ljubljana – meeting point: [Prešeren Square](#)

- *Staša Krapež, licensed tourist guide, lecturer at B2 LSB*

Thursday (Mar 13)

International business: guest lecture by the professor of international business

Study and mentorship visit: students will **visit a successful Slovenian global company** in order to see the inside of a large multinational venture that started as a two-man student experiment. This will be an **opportunity to get mentorship support and feedback** on the early business ideas they are working on

Instruction: **preparing for the demo day showcase**. Students will be given instruction on the pitch and the content of the showcase poster/presentation they will need to deliver for the final day of the program week

Workshop: how to »sell« your idea through a **compelling story and how to present/pitch** like a pro

Time for teams to **prepare the final deliverables**: Students will have time to prepare their **presentations and posters** for the upcoming showcase while facilitators will support this process

Friday (Mar 14)

Icebreaker and teambuilding exercise for the students aimed at **decreasing stage fright and taking the most advantage from the networking** event

Demo day: a presentation showcase where all the teams will present booths/posters about their venture ideas with their prototypes and learnings, as well as a 3-minute pitch/presentation where all the proposals will be presented. The panel at the showcase will include investor from the Slovenian private venture capital community, Slovene national agency SPIRIT supporting business creation, and the dean of B2 Ljubljana School of Business (between 13:00 and 14:00).

Closing session: a wrap up of the lessons learned and the **final bonding/networking activity** for the participating students

Informal farewell session: a relaxed and casual drink/dinner gathering for the participants and facilitators of the program to celebrate the successful week

Friday, 11:30–14:00, Business Fair:

- *Vanue: [B2 Ljubljana School of Business](#), Tržaška street 42, SI-1000 Ljubljana, 1st floor*

Structure of the Business Fair:

- **11:30–13:00 | Walk Around the Stands:**
External guests will visit each stand and select their favourite project idea.
- **13:00–14:00 | Project Showcase:**
Each student team will deliver a 3-minute pitch of their venture idea to the expert panel, which includes: i) an investor from the Slovenian private venture capital community, ii) representative from SPIRIT (Slovene national agency supporting business creation), iii) the Dean of B2 Ljubljana School of Business.
The panel will select the best project idea.
- Facilitators of the project week will also choose their best project idea.