



### Summary

**Start:** 31 Jan 2022

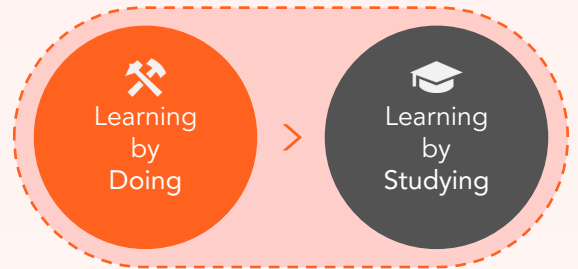
**End:** 27 Mar 2022

**Location:** Virtual

**Time commitment:** at least 4 weekly 1h sessions

**Costs:** € 1499 (incl. 10 months of platform access)

You may apply with an existing venture, a mere idea or without an idea. You should have demonstrated that you take initiative and are able to build things with great potential.



### Components



Build an **impact-driven, successful venture**.



**Meet** your peers and potential future co-founders with similar goals and exciting backgrounds.



**Meet and learn from** billion-dollar founders & senior business leaders.



Access a platform built to help you launch a venture: courses, resources, outsourcing opportunities, and more.



Receive a **certificate** upon successful completion of the programme signed by billion-dollar founders and global CEOs.

### Platform

#### System

An award-winning system which is challenge-driven, flexible, and practical. At EWOR, you learn by doing and apply everything you learn straight-away.

#### Courses

Over 17 courses ranging from business modelling to website coding and marketing. Built by e.g. the CEO of LONDON Advertising or Executive Board Member at Lidl.

#### Resources

Free legal templates, business plan templates, slide deck templates, etc. – all aggregated from relevant sources and individuals.

#### Services

Outsource second-prio tasks to our network by purchasing weekly social media posts, app development, website design or global payroll handling from our carefully vetted partners.



### The EWOR Education Circle ©

#### Judgement and Decision Making

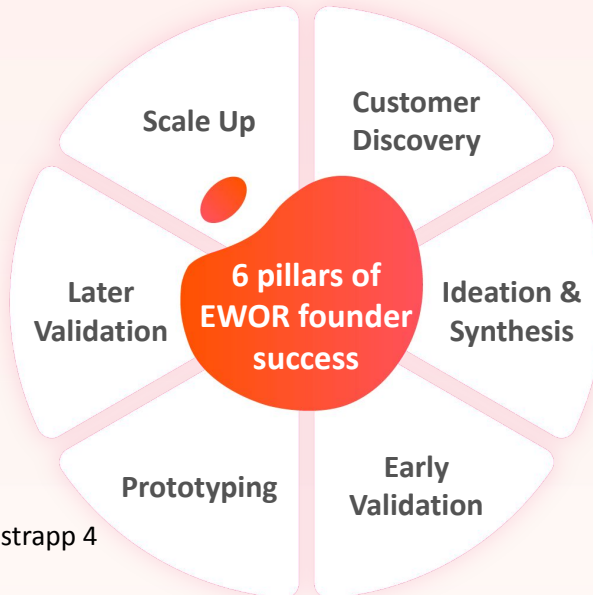
- Sales & Persuasion
- Finance & Accounting

#### Service Orientation

- Alpha & Beta-Testing
- SCRUM
- Quick Iteration Loops

#### Speed & Design

- Sketch / Proto.io
- Themeforest and bootstrapp 4
- Supernova.io
- (Teambuilding)



#### Empathy

- Clustering techniques
- Empathic Customer Interviews
- Usage of Observation Tools
- Drill-down techniques

#### Lateral Thinking

- Creativity & Brainstorming Tools
- Design Thinking
- Educated Networking

#### Coding, Design, Analysis

- Website & App Design
- Website & App Building
- Google Analytics & Hotjar

### Our EWOR Education Philosophy ©

Education Facilitation  
replaces Fixed Content

Any kind of knowledge is available via content providers on the internet. The individual of the 21st century strives because she learns what is relevant, not what is stated on a standardised curriculum.

Challenge-Driven Learning  
replaces Static Learning

EWOR individuals have to solve challenges, not learn pre-defined abstract content. Challenge-driven learning fosters Problem-focused and practical attitudes as well as auto-didactic learning

Deep Reflection  
replaces Bulk Memorisation

EWOR fosters deep reflection between individuals. We acknowledge that most content is understood once applied. We encourage individuals to reflect critically on their approaches, ventures and decisions

Gamified Learning  
replaces Boring Curricula

Gamification has made it into almost any realm, but academic education. EWOR believes this does not have to be the case and makes it's system fun and engaging.

**We turn you into a self-driven and -educated individual who strives under Volatility, Uncertainty, Chaos and Ambiguity.**



### Some of Our Mentors & Co-Creators

The **EWOR** concept was conceived and developed in collaboration with senior leaders such as unicorn founders, Billion-Dollar CEOs and reputable academics

#### • Mattias Bergström



Mattias is a serial entrepreneur, who founded two ventures which IPO'd at a valuation of over \$ 1 BN. He owns over 60 patents, many of which he has sold to renowned corporations.

#### • Chris Coleridge



Chris has founded the MSt in Entrepreneurship at University of Cambridge. He is an entrepreneur himself and started Europe's first tech entrepreneurship programme at University College London.

#### • Alexander Grots



Alex is 'one of Europe's most creative minds. He is a supervisory board member of Audi, has founded ProGlove, which counts several hundred employees and led Europe's biggest Design Thinking firm.

#### • Daniel Marasch



Daniel has been member of the international board of Lidl (North and South Europe & USA) as well as CEO of Lidl Germany and Italy. He is furthermore chairman of the advisory board of Saggar Onemiotree.

**EWOR** is also designed by young leaders who understand the world's current workings and built incredible companies themselves.

#### • Omar Bawa



Omar has raised over USD 10MM with his venture Goodwall, a professional development community for students.

#### • Pascal Weinberger



Pascal sold his first venture when he was 17, worked in the Google Brain team and raised 8-figure amounts for one of his AI startups.

#### • Björn Schmidtke



Björn has founded over 7 companies to date. From web agencies in Switzerland to non-profit coding academies in Paraguay, Björn has seen it all.

#### • Daniel Dippold



Daniel sold his first venture in his early twenties, has founded two profitable businesses since, was named Top Talent Under 25 in the EU and built Europe's largest community of top entrepreneurs, some of which became unicorn founders.