INTERNATIONAL PROGRAM
SPRING SCHOOL (MASTERSTUDENTS)

Constitutional Meeting / Info

Dr. Christiane Gebhardt and Andrea Hellmann

(Programme Management)

January 26, 2023

DATES

May 2022
Tuesday, 09 – Saturday, 13

Info Session

- Please ask your questions in the Chat room – we will answer them during the presentation and in the Q&A in the end of the session
- Please mute your Microphone and Camera to save bandwidth
- Use the Q&A!

DESCRIPTION

- This on-site program provides an interdisciplinary and entrepreneurial approach to Agri-food Sciences.
- In our Master Lab we draw together expertise from within the University of Applied Sciences Neubrandenburg and the Scientific Research Institute for Cold Plasma in Greifswald and involve many other partners to deliver high quality teaching and practical insights in field and lab research in plant physiology and in sustainable business development.
- You will assess all aspects of the Physics for Food Cluster, aiming to discuss and transfer your insights and learnings both the developing and developed world.
- This program is affiliated with the Partner Universities of the University of Applied Sciences Neubrandenburg.

OBJECTIVES

- Linking theory and practice: set up your entrepreneurial agenda
- Familiarize yourself with different concepts and handling of real-life projects
- Generate an important research question, find additional literature, and seek answers
- Define a research agenda, or solution, draft a research proposal or outline a start-up idea, provide reasoning for a feasible research design, and pitch your business proposal.

OUR PROGRAM CORE TEAM

Meet the staff who contribute to the teaching and implementation of the Physics for Food Spring School

Prof. Dr. Leif A Garbe

Dr. Christiane Gebhardt

Andrea Hellmann

LOCATION/ CAMPUS

Amtshaus Broda » Touristinfo Neubrandenburg (neubrandenburg-touristinfo.de)

TRAVEL AND ACCOMMODATION

The University mandates that students must secure accommodation for the duration of their stay.

Contact the Student Housing Office via the Program Management

Andrea Hellmann
hellmann@hs-nb.de

APPLICATION PROCEDURE / ENTRY REQUIREMENTS: 26. FEB

All applicants are expected to apply online through the Link on the Program website: www.hs-nb.de/physics-for-food / hellmann@hs-nb.de

1. Motivation Letter and problem tree (1 page)
2. CV and contact data (1 page)
3. TOEFL (You must demonstrate a level of English language competency at a level that will enable you to succeed in your studies, regardless of your nationality or country of residence)
4. Certified Grade Sheet
5. Interest (Research or Pitch)

Questions about your application or how to apply? Contact the Program Management team who look forward to hearing from you: hellmann@hs-nb.de

Deadlines

- Application/ Uploading Documents: March 25 (Friday) 12 noon (CET)
- Confirmation: April 10
- Information Package: April 15

PROGRAM STRUCTURE

- Moodle
- Syllabus (Papers, Templates)
- Lectures, Class work, Guests / Keynote speakers
- Excursions
- Attendance + Written assignment (Brief) 2000 wordcount: Deadline July 15
- Certificate / 5 Credits

PROGRAM

Tue Day May 09	Wed Day May 10	Thur May 11
10:00-12:30 **Welcome Note** **Programme, Speakers, Objectives and Organisation** **AgriFood Systems and Sustainability (Prof. Leif Alexander Garbe)**	**08:00-12:00 Transfer to the Field** **Field Day (Dr. Eike Dobers)** • Farming in Mecklenburg-Vorpommern • Plants • Research Design do and dont‘s • Results and future work • Plant Physiology triggers technical Innovation	**08:30-12:30 Intro Day 2 Warm up** **Introduction: How to build a sustainable Business Case** **Case from University Lund Pitch deck: Dr. Devrim Goktepe-Hulten and her student team** **Student Evaluation of the CE value chain/ Application of SDG/Business Models Bugs**
12:30-14:00 Lunch	*12:30-14:00 Lunch*	*12:30-14:00 Lunch and Transfer to ZELT*
14:00-18:30 Haus Broda **Physics For Food Innovation Cluster Contents, Proceedings, Results (Prof. Jürgen Kolb, INP)** **Q&A – Discussion** **Your problem tree related to SDG** **Presentation & Discussion of prepared topics** **Group work: Quinoa** ***Apéro Students Club or Lake site***	**14:00: 18:30 Haus Broda** **Introduction: From Research Question to Strategy Business vs. Social Entrepreneurship** **Startups in the AgriFood sector** **Business Models** **Design Thinking Session (Topics)** **Start up and SDG** ***@Lakeside Fireplace***	**14:00-18:30 Lab ZELT (Sebastian Glass and Dr. Fabien Schultz)** **Input: Social Entrepreneurship and medical plants** Group A: **How to build an Applied Research Design and present results to customers –** Group Research B **How to build a Research Design and apply for science funding** ***@Lakeside Fireplace - working on Business Case***

18:00

Haus Broda

Get together/ Welcome Meeting

PROGRAM

Fri May 12

08:30-12:30: Intro Day 4

Pitching desk, Scenario Based Business model Mission – and Business Case (Dr. Christiane Gebhardt)

Coached Group work:
Business Model Canvas

Introduction: Peer2Peer Consulting Techniques

Short presentation of ideas

12:30-14:00 Lunch and Transfer to Stralsund

Food & Feed Innovation Excursion (Sebastian Glass, ZELT)

14:30-18:30 Visit Beer Company and Reception

-> Wrap up Customer Value

@Lakeside - working on Case

Sa May 13

08:30-12:30: Intro Day 5

Pitching desk (sparring with Venture Architect)

Team preparation of pitches in break out rooms Mission, SWOT, Canvas and Tentative Business Plan

Presentations
Q&A Feedback

Mind Map/ Learning journey / Feedback / Lessons learned

Next Steps: Reports & Certificate (Assessment Criteria, and Formalities, Deadline)

15:00-16:00 Lunch and Goodbye

SOCIAL PROGRAM

Yes! Our Social and Cultural Program is an integral aspect of the program. We organize a variety of events and activities to ensure our students enjoy time outside of the classroom and meet researchers and practitioners of the Physics for Food Cluster

Some events will be completely free of charge while some will require payment (Pub and restaurants)

Q&A

Looking forward to seeing you in Neubrandenburg!