

## **Guidance for the crediting of qualified start-up engagements**

Elective course at Bachelor level

### **1. Embedding in the study program**

The Lucerne School of Business promotes entrepreneurial initiatives of its students, employees and alumni and pursues the strategic goal of a close link between teaching and practice. Therefore, students should be enabled to dedicate themselves in depth to the development of their own start-up during their studies and to have an appropriately qualified and quantified commitment credited as part of the elective course at Bachelor level. The organization, coordination, supervision and evaluation of the start-up commitment is carried out by the university's own start-up support program Smart-up.

### **2. Scope and duration of the engagement**

The scope of the creditable engagement in favor of the own start-up is 90 hours (3 ECTS credits). The creditable commitment must extend over a period of at least 12 months during the Bachelor's degree program and must be documented qualitatively and quantitatively in writing over such a minimum period and presented transparently in at least two coaching sessions (cf. section 3 in detail).

The relevant start date of the creditable engagement for the calculation of the minimum duration is the date of submission of the pitch deck (cf. section 3.2.). The end relevant for the calculation of the minimum duration is marked by the second status coaching (cf. Section 3.3.). The beginning and end of the creditable engagement can be arranged flexibly and, in particular, do not have to coincide with the beginning and end of the semester. The crediting takes place in the semester in which the second status coaching took place, as far as the requirements are fulfilled.

### **3. Procedure, contents and qualification steps**

#### **3.1. Initial interview to clarify suitability**

Interested students contact the Smart-up management of the Department of Economics and explain their business idea to a Smart-up coach during an initial interview. On this basis, the Smart-up coach assesses whether the business idea presented is suitable for processing within the framework of a creditable qualified commitment and informs the student and the Bachelor office of this in writing by e-mail within one week of the initial interview. The decision on suitability is at the discretion of the Smart-up coach. The feasibility, innovation and scalability of the business idea must be taken into account. The student may re-enter the process with a comprehensively adapted or different business idea; the re-entry of the same business idea is excluded.

#### **3.2. Written presentation of the business idea in a pitch deck**

If suitable, the student must present the business idea in depth in writing in the form of a self-explanatory pitch deck. The pitch deck must cover the following points:

- Brief description of the business idea (What is it about?); if complex, differentiated presentation of problem and solution
- Market, potential, feedback from potential customers
- Unique selling proposition (USP), differentiation from competitors
- Team
- Cooperation (partners, supporters, institutions, etc.)
- Timeline with milestones (steps already taken and successes achieved as well as short- and medium-term planning)
- Business model / revenue mechanics as basis for financial planning
- Financial planning / need and use of funds

The pitch deck must be submitted in writing via email to the Smart-up coach. The timing of the submission will be determined between the student and the Smart-up coach during the initial interview (see section 3.1.). With the submission of the pitch deck, the creditable engagement relevant for the calculation of the minimum duration begins (cf. section 2). The pitch deck forms the first evaluated qualification step (cf. section 5).

### **3.3. Development and implementation of a scheduled realization plan; status coaching**

Based on the explanations in the pitch deck, the student develops a scheduled realization roadmap and implements it. He/she acts autonomously in the implementation. In the course of the engagement, two status coaching sessions with the Smart-up coach will take place over a period of at least twelve months. Both coaching appointments are arranged individually based on the specific needs of the student. The first coaching appointment usually takes place within six months after the submission of the pitch deck (cf. section 3.2.) and the second may take place no earlier than twelve months after the submission of the pitch deck.

During the status coaching sessions, the student gives an update on the current status of the start-up project (development, steps taken, milestones reached, any deviations from the plan, etc.) based on the pitch deck and the realization roadmap. In particular, the invested hours are to be presented transparently. The status coaching is the second evaluated qualification step (see section 5).

### **3.4. Joint start-up engagement of several students**

If a start-up is built up by a team of students, several or all of them can receive credit for a suitably qualified and quantified commitment. For this purpose, the tasks are delineated and reported separately as complementary services.

## **4. Supervision and evaluation**

In addition to the initial interview and status coaching sessions, students will be accompanied and supervised by Smart-up. In addition, they can make use of the general support services offered by Smart-up at any time. Regarding the assignment, a grade will be awarded for the qualified start-up engagement. The Smart-up coach will evaluate the student's performance after the second status

coaching has been completed. The assessment will be made by means of expert opinion based on the progress and maturity of the pitch deck points. The pitch deck submitted in writing and the student's oral presentation during the two status coaching sessions are relevant for the assessment. The assessment will be transparent and comprehensibly recorded in writing. The Smart-up coach informs the program administration of the grade achieved. This will be included in the next regular transcript of records.

## 5. Schedule

In summary, the process, responsibilities and deadlines are as follows:

What?	Who?	When?
<b>Contact Smart-up management</b> Arrange initial interview with student	Student	Ongoing
<b>Initial interview</b> to clarify suitability of the business idea	Student + Smart-up- Coach	Ongoing (acc. to bilateral agreement)
<b>Decision on the basic suitability</b> of the business idea for creditable start-up engagement; Notification by e-mail to student and bachelor-office (in case of rejection with brief justification).	Smart-up- Coach	Within 1 week after the initial interview
Submission of <b>written pitch deck</b> (by e-mail to smart-up coach)	Student	Acc. to bilateral agreement, according to smart-up coach at initial meeting
<b>Start</b> of creditable engagement	Student	With submission of pitch deck
<b>Status coaching 1</b>	Student + Smart-up- Coach	Usually within 6 months since start of creditable engagement (acc. to bilateral agreement)
Further <b>Smart-up coachings</b> possible	Student + Smart-up- Coach	On request
<b>Status coaching 2</b>	Student + Smart-up- Coach	At the earliest 12 months after the start of the creditable engagement (acc. to bilateral agreement)
Notification of <b>evaluation</b> to bachelor administration	Smart-up- Coach	Within 3 weeks after status coaching 2