

# IMMERSIVE TECHNOPRENEURSHIP SUMMERSCHOOL

## GUIDEBOOK

**4 EXCITING WEEKS EVERY SUMMER at XJTLU Entrepreneur College (Taicang)!**

- International Staff & Student Teams
- Hands-on Projects Not Lectures
- Entrepreneurial Mindset & Skillset
- Near Shanghai & Suzhou
- Great facilities & Fieldtrips
- Technology & Innovation



**Your Summer, Your Future!**



# WHY CHOOSE THE XJTLU ENTREPRENEUR COLLEGE (TAICANG) IMMERSIVE TECHNOPRENEURSHIP SUMMER SCHOOL?

## ENTREPRENEURIAL THINKING THAT OPENS THE DOOR TO THE FUTURE

Here, you won't just sit in lectures—you'll **build projects, develop products, and pitch ideas**. The programme is structured around Exploration - Innovation - Transformation - Challenge, guiding you from idea to prototype to market pathway step-by-step.



## IMMERSIVE EXPERIENCE IN CHINA'S REAL INNOVATION ECOSYSTEM

Step outside the classroom and into the real world—gain insights into Chinese society and industry, engage face-to-face with entrepreneurs, engineers, and business leaders, and be inspired in the innovation-rich environment of Taicang city.



## DIVERSE GLOBAL NETWORK FOR COLLABORATIVE INNOVATION

Connect with students, scholars, and industry pioneers from around the world. In this multicultural, interdisciplinary setting, you'll tackle global challenges together and build your own international network.



## CUTTING-EDGE TECHNOLOGICAL EXPLORATION

Artificial intelligence, robotics, augmented reality, digital manufacturing... this is your testbed for the future. Every spark of inspiration will be met with the tools to bring it to life.



## ALL-ROUND DEVELOPMENT OF CORE ENTREPRENEURIAL SKILLS

From creative thinking and prototyping to business negotiation and presentation, you'll develop all the key capabilities essential for future tech entrepreneurs.



## A PLATFORM TO EARN RECOGNITION AND VALIDATION

Completing the course earns you an official certificate and a chance to showcase your project in the XJTLU Metaverse Exhibition Hall. You can even compete for the **XJTLU Global Entrepreneurial Dream-chaser Competition**, receiving professional feedback from top mentors and judges.



## EXPERIENCE A WORLD-CLASS INNOVATION CAMPUS

Study at XJTLU Entrepreneur College (Taicang)—a future-oriented university that integrates teaching, research, and entrepreneurial incubation. Enjoy cutting-edge facilities and a creativity-inspiring environment.



Whether You Are:

- A university student curious about future technologies,
- A young engineer looking for a breakthrough,
- Or an entrepreneur eager to change the world with innovation—

📣 **This summer, come to XJTLU Entrepreneur College (Taicang) and turn every big idea into an impactful solution!**

Apply now and join the next generation of tech innovators. Embark on your entrepreneurial journey!



# ABOUT THE IMMERSIVE TECHNOPRENEURSHIP SUMMER SCHOOL

The XJTLU Entrepreneur College (Taicang) Immersive Technopreneurship Summer School leverages the innovative education model of the Entrepreneurship and Enterprise Hub (EEH) and its Exploration-Innovation-Transformation-Challenge pedagogy. By breaking away from traditional teaching and course design, the camp focuses on guiding students through hands-on activities to solve real-world problems, cultivating innovative thinking and practical abilities that form a strong foundation for future study and career development.



## DURATION

### FOUR WEEKS

2025.06.30 — 07.25

Four weeks, from 30 June to 25 July 2025

### TWO WEEKS

2025.06.30 — 07.11  
07.14 — 07.25

Two weeks, from 30 June to 11 July 2025; from 14 July to 25 July 2025



## WEEKLY THEMES AND MICRO-UNITS

THEME	MICRO UNIT	FOCUS	KEY OUTCOME
<b>Week 1 – Explore</b>	Find Out & Ideate	<b>What problem are you solving?</b> Creative ideation, user research, team-building	<b>Define problems</b> and ideate towards early concept
<b>Week 2 – Innovate</b>	Make It Digital & Refine Solution	<b>How do you make it digital?</b> Develop branding, app, website, UX/UI, 3D modeling design	Build <b>digital prototypes + other assets + refined concept</b>
<b>Week 3 – Transform</b>	Make It Physical & Learn Startup Culture	<b>How do you make it real?</b> Hands-on physical prototyping (3D printing, IoT, robotics), business modeling, startup culture	<b>Functional prototype + or prop + business canvas</b>
<b>Week 4 – Challenge &amp; Submit</b>	Refine, Have Fun, & Pitch	<b>How do you sell your idea?</b> Pitch training, interactive challenges, final submission (some fun from last week year 4 also).	<b>Final XJTLU Global “Dream-Chasers” Entrepreneurial Competition-ready submission + polished pitch</b>

## PROGRAMME DETAILS & FEES

DURATION	30 June – 25 July 2025
LANGUAGE	All classes and activities are delivered in English
PROGRAMME FEES	10,000 RMB for 4 weeks (approximately 1,100 GBP) 5,000 RMB for 2 weeks (approximately 550 GBP)
20% DISCOUNT	Current XJTLU students (from all UG/PG/short-term programmes) and alumni XJTLU Staff and family/partners
40% DISCOUNT	Students recommended by XJTLU partners (not included in exchange quota)
EARLY BIRD DISCOUNT	Apply before 18 April 2025 – receive 20% discount

\*Each applicant can only receive one discount.

## ACCOMMODATION

Accommodation fees are not included and need to be paid separately. During the Immersive Technopreneurship Summer School, you will stay in the brand-new dormitory building located on the campus of XJTLU Entrepreneur College (Taicang).

You can choose from the following options:

- **Single Room:** RMB 1,500 for the entire stay. Each room is equipped with a private bathroom, wardrobe, study desk, and enclosed balcony.
- **Twin Room:** RMB 650 for the entire stay. Each room includes two 0.9m x 2m beds with mattresses, wardrobes, desks and chairs, air conditioning, and access to shared laundry facilities (pay-per-use).

The dormitory is just a few minutes' walk from the classroom buildings. The surrounding area offers various restaurants and convenience stores, making daily life easy and comfortable.



# PROGRAMME STRUCTURE

DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	EXPLORATION WEEK						
	Course content		Field Trip	Course content			
AM	<p><b>Opening ceremony and team formation</b></p>	<p><b>Opportunity identification and idea creation</b></p> <p>Activity on project exploration &amp; selection</p>	<p><b>Field Trips to Leading Enterprises in Suzhou or Shanghai</b></p>	<p><b>Competitive Analysis &amp; Value Proposition</b></p> <p>Activity on product-customer matching</p>	<p><b>Branding, Consumer Behaviour</b></p> <p>Activity on branding and logo design</p>	FREE	FREE
PM	<p><b>Sports events</b></p> <p>Team-building activity</p>	<p><b>Brainstorming session on idea creation</b></p> <p>Poster design workshop</p>		<p><b>Tools and techniques for competitor analysis</b></p>	<p>Poster presentation &amp; wrap up the week</p>	FREE	FREE
	INNOVATION WEEK						
	Course content		Field Trip	Course content			
AM	<p><b>Innovative Trend in Asia, Introduction to Digital UX Principles, Sketching</b></p> <p>Introduction to current innovation in Asia, Introductory concepts and application of design thinking to digital app design, UX/UI, sketching</p>	<p><b>AR Dev Bootcamp I</b></p> <p>Introduction to Rokid &amp; AR Fundamentals: An overview of Rokid's technology and the basics of Augmented Reality, featuring hands-on software experience.</p>	<p><b>Field Trips to local Suzhou or Shanghai company</b></p>	<p><b>Intellectual Property</b></p> <p>Intellectual Property Toolkit : How do we protect what we create?</p>	<p><b>App Development Essentials</b></p> <p>Introduction to no-code development tools</p>	FREE	FREE
PM	<p><b>Wireframing &amp; Prototyping Basics</b></p> <p>Low-fidelity wireframes, basic app prototypes, and transitioning the wireframes into higher-fidelity digital prototypes</p>	<p><b>AR Dev Bootcamp II</b></p> <p>AR Application Development from Zero to One: A practical guide to developing your first AR application from scratch using Rokid's platform.</p>		<p><b>Empowering your Entrepreneurial stamina:</b></p> <p>Cognitive Performance Music (CPM) way!</p>	<p><b>Generative AI</b></p> <p>Prompt Design for Effective Prompting</p>	FREE	FREE

# PROGRAMME STRUCTURE

DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	<b>TRANSFORMATION WEEK</b>						
	Course content		<b>Field Trip</b>	Course content			
<b>AM</b>	<p><b>MVP Fundamentals</b></p> <p>Discover how to create a minimum viable product (MVP) that serves as a crucial step in securing funding for entrepreneurial success.</p>	<p><b>Meeting X3CV &amp; XEC's Metaverse</b></p> <p>Experience XEC's cutting-edge incubation centre, hear inspiring student success stories, and explore the innovative world of XEC as a metaverse.</p>	<p><b>Field Trips to Leading Enterprises in Suzhou or Shanghai</b></p>	<p><b>Take the Leap: Re-wire your Brain for Higher Entrepreneurial Performance</b></p> <p>Unlock the secrets to developing an entrepreneurial mindset through transformative ways.</p>	<p><b>Business Pitch Skills</b></p> <p>Learn essential presentation techniques to craft compelling business pitches, focusing on what matters most—what to include and what to avoid.</p>	FREE	FREE
<b>PM</b>	<p><b>Vibe Coding</b></p> <p>Explore the basics of coding and app development in this session designed to empower you to create your very own digital projects.</p>	<p><b>Investor Role Play</b></p> <p>Step into the shoes of an investor and learn to evaluate projects strategically to identify the best opportunities for your investment.</p>		<p><b>From Vision to Venture: Leading Start-up Transformation</b></p> <p>Gain actionable insights to foster innovation, drive collaboration, and navigate the challenges of transforming creativity into impactful projects.</p>	<p><b>Innovation Factory &amp; Laser Printing</b></p> <p>Visit XEC's platform for innovation, entrepreneurship and syntegrative education that links the industrial schools to 44+ laboratory facilities</p>	FREE	FREE
	<b>CROSS-CULTURAL CHALLENGE AND FINAL PITCH FOR DC COMPETION</b>						
	Course content	<b>Field Trip</b>	Course content	Course content	<b>Field Trip</b>		
<b>AM</b>	<p>Induction Session in the morning</p>	<p><b>Field Trip to Tonli Town and Experiencing Hanfu</b></p>	<p>Consultation (1): Team Training on Pitch---Idea, Proposal and Presentation</p>	<p>Student Pitch Day and Mini XJTJU Global "Dream-Chasers" Entrepreneurial Competition</p>	<p><b>Suzhou: Urban Exploration &amp; Regional Cultural Discovery; Shopping &amp; Relaxing</b></p>	FREE	FREE
<b>PM</b>	<p>Treasure Hunt and Sharing of Chinese Culture</p>		<p>Consultation (2): Individual Face to face Consultation with XJTJU Interviewers</p>	<p>Award and Closing Ceremony of Summer School, Photo Shooting</p>		FREE	FREE

# HOW TO APPLY

**PROGRAMME:** Immersive Technopreneurship Summer School

**DURATION:** 2 or 4 weeks

**DATE:** 4 weeks: 30 June – 25 July 2025

2 weeks: 30 June – 11 July 2025; 14 July – 25 July 2025

**APPLICATION DEADLINE:** 11 May 2025 (The registration deadline applies to international students.)

**PAYMENT DEADLINE:** 19 May 2025



Applications should be submitted via XJTLU online application system:

**STEP 1** Scan the Code



**STEP 2** Create an account or log in to your existing account

**STEP 3** Complete your application



Once your application account is successfully created, please enter all the required information in the application form and upload required documents accordingly. Please make sure the information you provide is correct, complete and up to date. You may log-in to view your application form and upload supporting documents at any time.

**Note:** For further information and enquiries, please email [EEH@xjtlu.edu.cn](mailto:EEH@xjtlu.edu.cn).

