

enter

Workshop instructions

The goal of this workshop is to get to know your peers and be creative together – there are no requirements to perform, just have fun with it! You will be divided into groups where each group will “start a company”. You will receive more instructions at the beginning of the workshop.

CREATIVE LOGOTYPE

Work together to create an innovative and creative logo that describes the type of company you have developed. The logo should represent the company's activities, feel and name.

There are no restrictions on how you may develop this logo as long as it can be presented. In other words, you can draw, use photoshop or build something together, take a picture of it and send it to us.

A COMPANY SLOGAN

Your company must have a motto that describes the business in an ingenious way. Either short or long, as long as it represents the company in a good way.

JOB TITLES

Everyone in your group is your work colleague! Work together and figure out what role everyone has in the company. Let your creativity flow here, for example, if you were to develop a space program, an expert in extraterrestrial linguistics would have been an incredible resource!

Creative and fun titles are given bonus points in the assessment, so make sure to not get stuck on obvious titles.

BUSINESS PLAN

We want to know what the business is all about. By describing your business plan with a maximum of 200 words, we want to know what makes your company unique.

PRESENTATIONS

The task must be presented in a powerpoint where we suggest Google presentations since it allows anyone to work in the presentation document at the same time. The presentation must be submitted no later than 16.00 and must consist of 4 slides where all criteria are met (logotype, slogan, titles and business plan). Presentations submitted later will not be considered.

Send the presentation to enter-elevate-exit@hb.se

IMPORTANT TO KNOW

Each group will be assigned a group number (breakout room number). Write down which group you belong to in case you happen to leave the room. By knowing which group you belong to, we can easily let you in again.

PRIZES

The winners of each category will be rewarded with a lunch at a restaurant *The food company* inside Textile Fashion Center. If a group wins in more than one category, this group will receive more lunch tickets. The winners of the different categories will be announced on 3 September and you can collect your lunch ticket at the reception counter in the main entrance (building A).

QUESTIONS?

If you have any questions, we please write to enter-elevate-exit@hb.se and we will help you!