

THE CONNECTION CHALLENGE



“WE BELIEVE IN THE GLOBAL EXCHANGE OF KNOWLEDGE AND EXPERTISE. WE CHALLENGE YOU TO FIND NEW WAYS TO DO IT.”

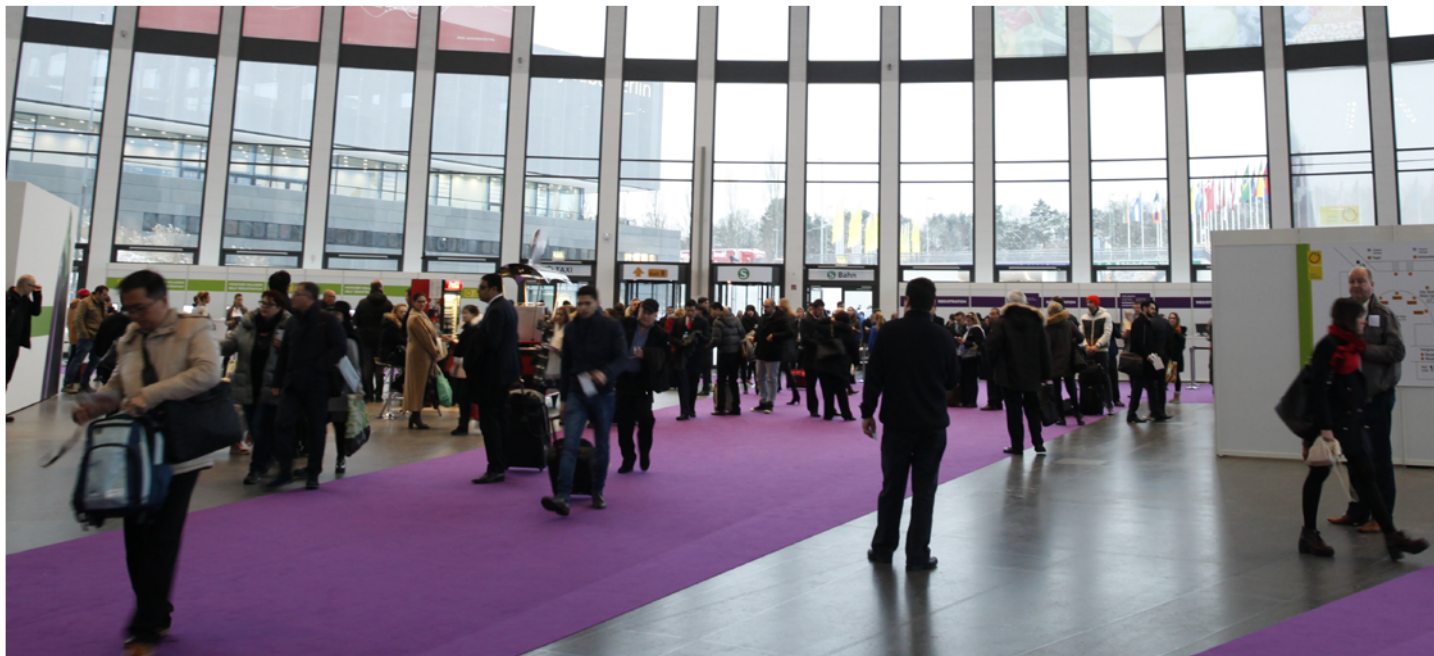
DR. CHRISTIAN GÖKE, CEO MESSE BERLIN

We invite you to develop the information architecture of the future. Learn about collecting, preserving and communicating information hands-on to then turn your own venture idea into reality.

THE DO SCHOOL offers different high impact programs, online courses as well as innovation workshops for individuals and leading companies that empower talented leaders to learn how to turn ideas into action.

Our **ONE-YEAR FELLOWSHIP PROGRAM** enables you to spend 10 weeks on campus in Berlin to develop your individual business plan and learn hands-on what it takes to be an entrepreneur by working on a real life group Challenge posed by Messe Berlin, one of the world's leading trade exhibition companies. During the following 10 months, you start your own mission-driven venture back in your home country supported by our team of coaches and mentors.

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Messe Berlin challenges you to create a system – an information architecture – , including incentives, for gathering and preserving the collective knowledge present at its trade exhibitions in order to share it with the world. The task is to capture the expertise present in an innovative way, preserving and publishing it in an exciting format, e.g.: by using new technologies (or forms of storytelling), with the potential to connect new people worldwide to the unique Messe Berlin community. This will create the incentive for people to add their own additional content and create a springboard for sharing professional knowledge around the globe.

The aim is to find a solution that extends the impact of a trade exhibition from a few days to the whole year, to gather knowledge that so far goes untapped, and distil it so that it can be published in different formats later on.



THE CHALLENGER

Every year, Messe Berlin connects around 2 million individuals from around the globe with tremendous expertise and know-how in their fields. With an exhibition history reaching back to the 1820s and partners in 150 countries, it not only organizes leading international trade shows such as ITB Berlin/Asia, but also offers a rich international programme of events reaching from food to travel, logistics, healthcare IT to consumer electronics. Bringing together people from all over the world, the company enables and conducts an international exchange of information and business.

There is great opportunity to use this knowledge in new exciting formats throughout the entire year.

RELEVANCE

Democratising knowledge supports entrepreneurs around the globe, and through the Challenge, knowledge that is not being gathered right now will be made accessible to people around the world for the first time. This opens new learning and commercial opportunities for entrepreneurs as well as a new business opportunity for Messe Berlin as knowledge hub.

WHO SHOULD APPLY



Emerging social entrepreneurs and intrapreneurs aged 21 to 31 from around the world, with relevant interest and skills as well as an idea for a venture that they want to implement during DO School Fellowship.

Successful candidates may come from, but are not restricted to the fields of storytelling technique such as writers, bloggers, videographers, journalists but also business analysts, educators, information architects, web and information designers.

DATES

Incubation Phase, DO School campus in Berlin, Germany:

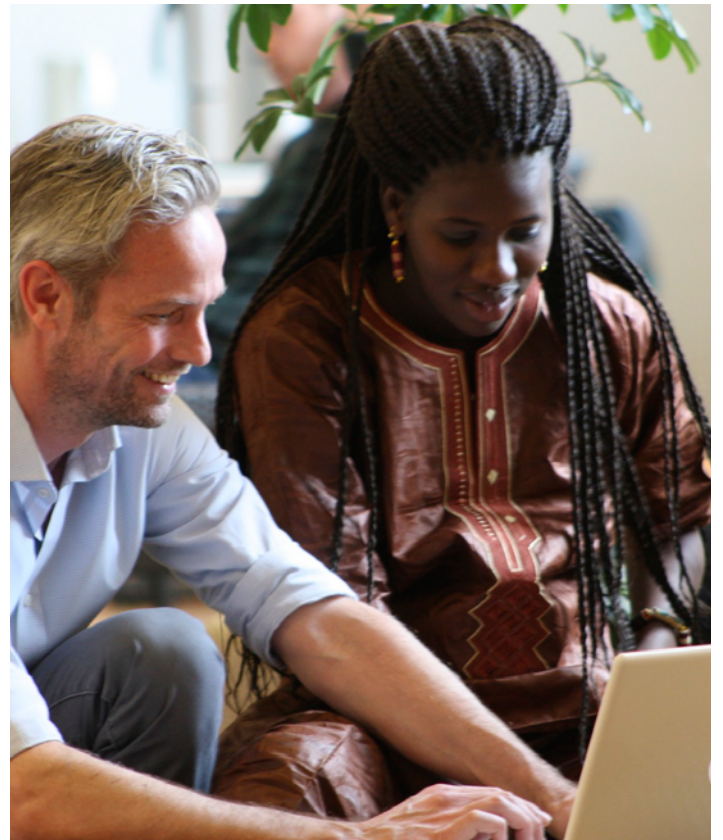
11 January - 20 March 2016

Implementation Phase, in your home country:

21 March - 11 January 2017

APPLICATION PERIOD

Applications for the Program can be submitted until:
09 October 2015



DETAILED PROGRAM DESCRIPTION



ON CAMPUS INCUBATION PHASE

During the 10-week long Incubation phase you will develop your personal venture plan with a support network of experienced coaches. At the same time you will work together with the other Fellows to solve the Challenge, which will teach you the skills and methods necessary to turn an idea into action.

Over the ten weeks you will develop a prototype for the gathering and preservation of content Messe Berlin accumulates during their shows and shape the documentation methods of the future. This process is supported by our Challenge Lab, a course which offers skills, knowledge and tools necessary to successfully solve the Challenge. Further, you will gain an in-depth look into a world leading trade exhibition company.

You will have the chance to interact with experts from relevant fields and conduct research to identify and understand the status quo of Messe Berlin. Based on these learning experiences you will brainstorm, identify and test ideas to assemble and communicate information and knowledge.

The Venture Lab is the second major focus of the Incubation Phase, in which you will work on turning your own venture idea into a viable social start-up plan that is ready for implementation. Participation in the Venture Lab, a skill and value-based start-up course, supports this process. In the Incubation Phase, you will benefit from individual coaching sessions and workshops on entrepreneurship, communications, project management, and start-up financing to develop your idea into a concrete project plan. You will publicly pitch this plan before returning home to start the Implementation Phase.

IMPLEMENTATION PHASE

During this 10 months period you will focus on kick starting and implementing your venture in your home country, while receiving continued online support from the Venture Lab, via the DO School Cloud. Messe Berlin will continue their support through knowledge sharing, mentoring and their network.

Fellow ventures come in many shapes and sizes, from social businesses, to non-profit organizations, artistic projects or campaigns – however, they are always focused on helping to solve a relevant issue within the Fellow's home country.

You will graduate from the one-year DO School program with a successful start-up that is already creating tangible impact in your community.



FREQUENTLY ASKED QUESTIONS



TO APPLY FOR THE DO SCHOOL PROGRAM VISIT OUR WEBSITE AND SUBMIT YOUR APPLICATION ONLINE: WWW.THEDOSCHOOL.ORG



WHO CAN APPLY TO PARTICIPATE IN THE DO SCHOOL PROGRAM?

The DO School is seeking highly motivated and talented emerging social entrepreneurs and intrapreneurs age 21 to 31. Applicants should be able to demonstrate a track record of being passionate about addressing social issues and creating and spreading innovative social change. We welcome applications from people with all educational and socioeconomic backgrounds. Successful applicants are determined and willing to use our program to start new, or grow existing ventures, or implement a new initiative within a larger organization. The DO School program is ideal for outstanding mission-driven people who are looking for the tools, skills, and mentoring to launch a social start-up.

WHAT ARE DO SCHOOL FELLOW VENTURES?

An idea to start or grow a social venture, be it a non-profit, social business, artistic initiative, campaign or intrapreneurial initiative within an existing organization is a crucial part of the application. Ventures always address a key social issue in the Fellows' communities, while at the same time reflecting their personal passions, motivation, and talents. We don't require applicants to already have finished business plans for their ventures, but rather require them to want to implement an innovative idea for a venture. As Fellows are passionate about the topic of the Challenge they apply for, their venture idea will reflect this and is somehow connected to the content of the Challenge.

WHAT IS THE TIME COMMITMENT DURING THE DO SCHOOL PROGRAM?

During the ten-week Incubation Phase all Fellows live and work together. This phase is an intensive learning and training experience with full-day program for usually 5 – 6 days a week. For the ten-month Implementation Phase, Fellows return to their home countries to start implementing their own ventures with continued online support from the Venture Lab, via the DO School Cloud. Fellows can work part-time on their venture implementation, but are required to commit an absolute minimum of 15 hours per week to work on their start-up and participate in the online course.

HOW CAN ONE APPLY FOR THE DO SCHOOL PROGRAM?

Applications for the DO School program are always for a specific Challenge and can only be completed during the stated application period of that Challenge. Applications are completed through an online application form via www.thedoschool.org.

WHAT DOES IT COST TO PARTICIPATE IN THE DO SCHOOL ONE-YEAR PROGRAM?

The DO School fellowship is a highly subsidized program, which means participants pay only a small portion of the actual costs as their tuition fee. For One-Year Programs in Berlin the tuition fee is 1,000 € excluding travel and living expenses throughout the Incubation Phase in Berlin. This only applies to Fellows who can afford to pay the full tuition and their own costs, for everyone else there is financial aid available - see the next question.

IS THERE FINANCIAL AID AVAILABLE FOR THOSE WHO CAN NOT COVER THE COST?

Yes, financial aid is available for both the tuition fee and the personal costs during the Incubation Phase of the One-Year Program. Fellow selection is need-blind. This means we select Fellows regardless of their financial circumstances and make sure that everyone who is selected can also participate in the program. If you need financial aid there is a separate form in the application process that you can fill out. If you are accepted you will then automatically receive an individualized partial or full financial aid offer. The offer will be based on your personal needs, however, we expect all candidates to demonstrate entrepreneurial spirit and actively contribute to part of their own costs through their own fundraising activities.

WHY IS THE TUITION FEE FOR THE ONE-YEAR PROGRAM SO LOW?

The DO School's mission is to make excellent education highly affordable. Through its unique fellowship model every Fellow accepted onto the One-Year DO School Program receives an automatic scholarship covering the vast majority of the program cost. This is made possible through the support of the Challenger who gives the hands-on innovation Challenge.
