

# SUM



STARTUP ACCELERATOR



## SUMIT INTERNATIONAL STARTUP SCHOOL

**SAINT-PETERSBURG, RUSSIA**

**AUGUST, 10-29TH 2015**



August, 10-29th 2015 SUMIT Startup Accelerator is holding SUMIT International Startup School. SUMIT International Startup School is a summer school for international students who have a disruptive innovation idea and are eager to start their own IT-business.

## The program includes:

- 3-weeks studies of all aspects of doing a startup business
- entrepreneurial experience as a part of a real SumIT startup team
- preparation of your own startup project and pitching it to real VCs and mentors at the final DemoDay
- great cultural experience with sightseeing tours, arts and nightlife discovering
- a lot of fun with international and Russian young people



## You:

- are a 1-5th year student
- speak good English
- have your own startup idea or want to feel yourself a real startuper
- want to spend your last summer month effectively, getting new entrepreneurial knowledge and experience as a member a real startup team
- want to get 3 additional credits during your summer vacation
- are interested in Russia and especially St.Petersburg





## Our Educational Program:

- Startup Business Overview
- Customer Development & Business Modelling
- SPACE Model
- Value Proposition
- Market Strategy & Market Evaluation
- Minimum Viable Project
- Customer Communications
- B2B Sales
- Digital Marketing, Metrics and Analytics
- Venture Capital Market and Investor Pitching

## Our Cultural Program:

- St.Petersburg City Tour
- Boat Trip
- a visit to the Hermitage Museum
- 3 parties, including an open-air (depending on weather conditions)

## Our Experts:



## Who we are

SumIT is a startup acceleration program held twice a year in ITMO University, Saint-Petersburg, Russia. SumIT helps early-stage startups to prove and validate their business model and develop a minimum viable product (MVP)



SumIT exists since 2012 and is proud of more than 80 Startup-Alumni who have raised more than 3 Mln.USD of venture investment.

SumIT teams work for 9 weeks at one of the ITMO University campuses in the center of Saint-Petersburg. More than 50 successful entrepreneurs are mentoring.



SumIT teams work on regular basis in order to find a scalable business model and implement disruptive innovations.

Applications are open for startup projects at any stage of development.

SumIT is organized by ITMO University as a part of EURECA program financed by the US-Russia Foundation for Economic Advancement and the Rule of Law.





## Financial Arrangements:

SUMIT provides:

- accomodation on ITMO campus
- educational and cultural programs (according to the schedule)
- breakfast and lunch during the workdays
- visa organizational support

## Interns are responsible for:

- 300 euros program cost
- round-trip airfare from the intern`s homecountry to St.Petersburg
- visa expenses and health insurance
- dinner on workdays and meals on weekends

## How to apply:

Please, apply here: [www.startupitmo.ru](http://www.startupitmo.ru)

Send your CV directly to Elena Gavrilova, SumIT International Startup School Coordinator: [e.gavrilova@sumit.ru](mailto:e.gavrilova@sumit.ru)