H-FARM
INTERNATIONAL
SCHOOL

22–26 February 2027

STARTUP
BOOTCAMP

MYP4 – MYP5 – DP1

The future isn't something you wait for. It's something you build.

“The world our students will step into is changing faster than ever: technology, new professions and new skills are redefining what it means to be prepared. What they need is a solid academic foundation and the ability to apply their knowledge in real-world contexts.”

Antonello Barbaro – Director General

What is a Bootcamp?

A bootcamp is a short, intensive, hands-on learning experience designed to help students master a specific skill in a short time. It's a full immersion: for an entire week everyone works towards a single goal, with all their focus and energy on it.



It isn't a lesson, and it isn't a class project: it's a small simulated startup, with tight deadlines, a team and a real audience. It's an experience that builds the IB skills of collaboration, creativity, critical thinking, initiative and resilience, together with H-FARM's entrepreneurial approach.

Why entrepreneurship belongs in school

Entrepreneurship is not only about starting a business: it is a transversal competence that supports learning, future studies and life beyond school.

73 studies and over 37,000 students were included in a meta-analysis showing that entrepreneurship education is positively linked to students' entrepreneurial intentions (Bae et al., 2014).

What international research tells us

1. A competence for life

The European Commission's EntreComp framework defines entrepreneurship as the ability to turn ideas into value for others, which means spotting opportunities, planning and working effectively with others.

Source: European Commission JRC, EntreComp (2016)

2. Stronger engagement

Learning through real projects raises motivation and engagement, especially among students who are less reached by abstract classroom teaching.
Sources: Lackéus, OECD (2015); Moberg (2014)

3. Self-belief and initiative

A randomised field experiment found that early entrepreneurship education develops non-cognitive skills such as self-efficacy, creativity and proactivity.

Source: Huber, Sloof & Van Praag (2014)

4. Clearer future pathways

Entrepreneurship programmes build socio-emotional skills and help students connect what they learn at school with their future study and career choices.
Source: Valerio, Parton & Robb, World Bank (2014)

People with an entrepreneurial mindset tend to share a few recurring habits:

They see opportunities

Where others see an inconvenience or a limitation, they recognise a problem worth solving.

They accept risks and mistakes and learn how to mitigate and manage

They fail early, learn and start again. Failure is information, not a verdict.

They make good decisions with incomplete information

They don't wait for all the answers, because in real life they never all arrive.

They persist

When they hit obstacles, they change strategy, but they never lose sight of the goal.

They bring people and resources together

Nobody builds alone: you need a team, and you need to know how to get it on board.

They know how to persuade

An idea nobody understands never becomes a project: you have to know how to tell its story.

Scientific research

Entrepreneurial skills, such as taking initiative, solving real problems, working in teams and coping with uncertainty, are part of one of the EU's eight key competences for lifelong learning. They also closely match what employers value most today: analytical thinking, resilience, leadership and creative thinking top the **World Economic Forum**'s list of core skills. Research shows that these skills can be developed at school, especially through hands-on experience.

A randomised study found that a school entrepreneurship programme significantly strengthened students' non-cognitive skills, and a Swedish study that followed students for up to 16 years linked a high-school company programme to greater entrepreneurial activity and higher income. Universities also look beyond grades, since UCAS considers what applicants do outside their studies to be as important as their qualifications. **The bootcamp gives students real-world experience to build on.**

Sources: European Commission – JRC, EntreComp (2016);
World Economic Forum, Future of Jobs Report 2025; Huber, Sloof & Van Praag,
European Economic Review (2014); Elert, Andersson & Wennberg,
Journal of Economic Behavior & Organization (2015); UCAS (2026).

An idea isn't enough:

you need a strong idea,
the right timing
and a team

In twenty years H-FARM has seen hundreds of projects come to life. The factors that make the difference are three.

A strong concept

The right timing

Why now? Is the market ready?

The team

Who’s building it with you?
It’s the most important factor

Depop: all three ingredients, on the campus you're on today

In 2011 Simon Beckerman arrived at H-FARM with the idea of an online shop linked to his fashion magazine, PIG.

The project was called Garage. Today it's Depop.



Concept	A shop for a magazine becomes an app to buy and sell second-hand fashion.
Timing	Mobile and social, in a market that is just being born; in 2012 the headquarters move to London.
Team	A founder, a working group and investors who believe in it, with H-FARM among the first.

2021	Etsy acquires Depop: it's the second Italian unicorn.
2026	It moves to eBay and remains an independent brand.

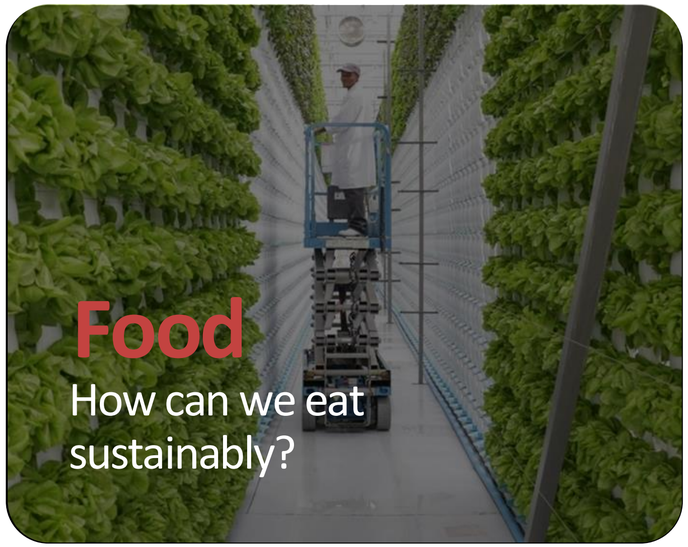
Building a startup means learning to live with uncertainty, failure and risk

Think and solve	Strategic thinking and problem solving.
Question ideas	Analyze with a critical eye.
Handle uncertainty	Ambiguity and risk are part of the game.
Learn from failure	Failure as a learning opportunity.
Persist	When faced with obstacles, change strategy.
Negotiate	Work and communicate as a team.

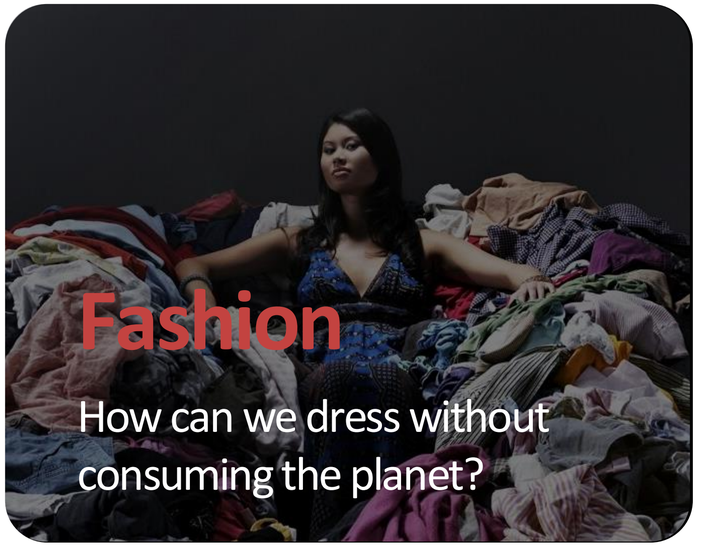
Three real challenges.
No answers already written.

MYP4, MYP5 and DP1 students, in teams, on three major contemporary sustainability challenges.

Goal: develop an entrepreneurial idea, build its business model and present the proposal in a final pitch to a jury.







Università di Pollenzo

NABA

TBC

Expert Guidance

Entrepreneurs, professionals and university experts join the week to share knowledge and real experience and to put students' ideas to the test. Meeting those who have faced these challenges first-hand makes learning concrete and inspiring.

H-FARM:

- RICCARDO DONADON
- ZENO TOSONI
- H-FARM Startup Center

INTERNATIONAL UNIVERSITIES:

- HULT
- BHMS
- EHL

ITALIAN UNIVERSITIES:

- NABA
- Università di Pollenzo

Subjects don't stay in the classroom:
they become tools

Language & Literature Writing the pitch, telling the story of the project.	**Foreign Languages** Application of language specific terminology and public speech.	**Economics** Stakeholders, consumers, supply-chain ethics.	**Sciences** Evidence on sustainability, testing hypotheses.
Mathematics Costs, prices, margins, market estimate.	**Arts** Visual identity, pitch deck.	**Design** The design cycle guides the whole week.	**TOK (DP)** How do we know this need is real?

In preparation for the bootcamp, **three preparatory lessons** delivered by our Economics and Business teachers will take place during the regular timetable. Curriculum is delivered as a pragmatic implementation of conceptual learning.

The week at a glance

MONDAY 22	TUESDAY 23	WEDNESDAY 24	THURSDAY 25	FRIDAY 26
Challenge kick-off Team formation Selecting the brief Research	Stakeholders and benchmark definition Topic related Masterclass Masterclass: How to generate ideas	Generating the concept idea Masterclass Business Model Canvas	Masterclass: Product Design & Service Design Prototyping	Presentation and Pitch deck
Masterclass: What is a Start Up?	User Archetypes Brainstorming	Business Model Canvas production User journey map	Prototyping Masteclass: Public Speaking	Pitch time and Award ceremony Families invited all day

Jury

NAE

Antonello Barbaro, Director General of H-FARM International School

Andrew Gillespie
NAE Integration Manager& Consultant

SCHOOLS & UNIVERISTY

Prof. Gallina, NABA
Dott.ssa Mangano, EHL

NOT FOR PROFIT & OTHERS:

Fondazione ZOE

CIS

AIRC

Mentors

H-FARM International School teachers

H-FARM College students

EHL Alumni

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VIVENDA

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