

**Preparatory Workshop for the "Green HExagon" Pre-Incubation Program****Ideation Afternoon: Innovating for a Sustainable Future**

---

**Speaker:** Benedikt Glatzl**Date:** 28 January 2026, 5 – 7.30 p.m. (CET), 6 – 8.30 (EET)**Location:** online session (Zoom)**Target audience:** This workshop is ideal for those looking to kickstart their entrepreneurial journey but still not have a clear idea or problem to solve in mind but also to those with existing rough ideas.

This workshop is not part of the Green Hexagon Program, but is open to everyone. However, it serves as an ideal preparation for the program.

**Content – What do you learn?**

Want to make a real difference and help create a more sustainable world - whether it's in ecology, society, the economy, or beyond? You have an idea, but are not sure how much potential it really has? Or you are still looking for an idea or feedback for further development of your idea? Then this workshop is for you! In this course you will get to know ideation approaches and learn the advantages of each for generating new ideas or improving the one(s) you already have.

We will examine the following methods in detail:

- Scenario & Trend analysis

After the round of brainstorming (and idea sharpening) individuals and teams will get the chance to briefly pitch their idea within 30 sec. (elevator pitch: problem/idea/(project) name).

**Methodology – How do you learn?**

The workshop will alternate between short bursts of method explanations and hands on exercises.

**Agenda (CET)**

17:00 - 17:30	Intro - Technical trends and SDGs
17:30 - 18:45	Ideation - fundamentals, principles and Idea development
18:45 - 19:15	Idea pitch (30 Sec per idea)
19:15 - 19:30	Ramp-up + takeaways

**Competences – How does the workshop support you?**

- Creative Thinking
- Ideation
- Idea Refinement

**Practical examples**

- Examining trends you read about, deepening your knowledge about them and generating ideas based on them
- Generate ideas based on interviews, observations & immersions
- Construct a new Value Proposition by examining and modifying existing Value Propositions or building them from ground



LOOK FROM A DIFFERENT ANGLE!

### Your preparation

- None Required
- Optional
  - bringing your own idea in is encouraged
  - Basic understanding of online whiteboard solutions like Miro

### Short biography of the speaker

I'm an IT product & innovation executive with a passion for helping organizations & teams overcome challenges and innovate using strategic thinking, creative problem solving and data analytics.

Over the past 14 years I gained experience in evaluating & steering a variety of organizations, companies & products, which helps me see problems from many different perspectives & coming up with fitting solutions for them.

Experienced in application of Scrum, Agile Development, Lean Startup & Design Thinking frameworks and product management tools like Jira, Wrike, Monday and others.

Questions? [startupcenter@fhwn.ac.at](mailto:startupcenter@fhwn.ac.at) or [Stefan.stix@fhwn.ac.at](mailto:Stefan.stix@fhwn.ac.at)