

Times	Sessions	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
		Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	
9:00-9:20 am	Q&A sessions	<b>OPENING DAY</b> <ul style="list-style-type: none"> <li>speech of the organizers</li> <li>conference on UN DSGs</li> </ul>	Question & answer session on the previous day's workshop					
9:00-10:30 am	<b>Workshops</b> duration: 1h30 (including 20 min. devoted to a review of the previous workshop)	<b>Workshop 1: Value proposition &amp; BM Canvas</b> <ul style="list-style-type: none"> <li>From idea to "business"</li> <li>What's a "Startup" or "intra-startup"</li> <li>The business model Canvas</li> <li>The value proposition map From Market to Productit-fit</li> </ul>	<b>Workshop 2: Marketing - Market</b> <ul style="list-style-type: none"> <li>Reducing risk and uncertainty</li> <li>Stakeholders analysis</li> <li>business model environment</li> <li>Competitors</li> <li>How big is the market</li> </ul>	<b>Workshop 3: Pitch deck presentation</b> <ul style="list-style-type: none"> <li>Pitch Deck (the "investor vision")</li> </ul> Core idea/solution, problem identification, customer segments, costs and revenue streams, MVP's, scalability, etc. Doctorials jury criteria	<b>Workshop 4: Marketing - Sales</b> <ul style="list-style-type: none"> <li>The customer journey</li> <li>Sales funnel &amp; conversion (b2c &amp; b2b)</li> </ul>	<b>Workshop 5: Lean Startup model</b> <ul style="list-style-type: none"> <li>Customer Development Manifesto</li> <li>Reducing uncertainly and risk</li> <li>BP vs Experimentation process</li> <li>Customer development</li> </ul>	<b>PRESENTATION DAY</b> <ul style="list-style-type: none"> <li>Officials' speeches</li> <li>Presentation of projects</li> <li>Jury deliberations</li> <li>Announcement of results</li> <li>Last words</li> </ul>	
10:30-11:00 am	<b>Doubts session</b>	30 minutes of session during which coaches remain online and available to PhD students to answer their questions and resolve any difficulties they may encounter within their work group;						
11:00-12:30 pm	Working group. Duration: 1h							
12:30-1:30 pm	Lunch Break							
1:30-4:00 pm	Working group Duration: 2h30							
4:00 -4:30 pm	<b>Plenary conferences</b> Duration: 30 min.	<b>Conference 1:</b> Motivation, leadership and teamwork (Leadership and Agile methods) <b>Speaker:</b> Prof. Dr.Ing. Martin Gaedke <b>Proposed by:</b>	<b>Conference 2:</b> Marketing and market <b>Speaker:</b> <b>Proposed by:</b> University of Montpellier	<b>Conference 3:</b> Tools for a proper communication <b>Speaker:</b> Senior Assist. Prof. Nataliya Venelinova, PhD <b>Proposed by</b> <b>Conference 4:</b> Intercultural communication <b>Speaker:</b> Prof. Juliana Popova, PhD <b>Proposed by:</b> University of Ruse Angel Kanchev	<b>Conference 5:</b> Design thinking  <b>Speaker:</b> Pere Juárez Vives <b>Proposed by:</b> University of Girona	<b>Conference 6:</b> Traversal skills  <b>Speaker:</b> Claudiu Bocean <b>Proposed by:</b> University of Craiova		
4:30-5:00 pm	<b>Testemonies</b> Duration: 20 minutes	<b>Testemony 1</b>  <b>Annabel Levert</b> <b>Proposed by:</b> University of Perpignan <b>Lienīte Litavniece</b> <b>Proposed by:</b> Rezekne Academy of Technologies	<b>Testemony 2</b>  <b>Christian Nicolae</b> <b>Proposed by:</b> University of Craiova	<b>Testemony 3</b>  <b>Sandrine CHAMAYOU</b> <b>Proposed by:</b> Doctoral College LR	<b>Testemony 4</b>  <b>Andrea Luigi Guerra</b> <b>Proposed by:</b> Federal University of Toulouse	<b>Testemony 5</b>  <b>Mrs Mathie Najberg</b> <b>Proposed by:</b> Federal University of Toulouse		
<b>From 5:00 pm</b>	working group Duration: free							
<b>Milestone</b>		The idea for the innovative project is defined (five key words and a brand name)	The product is defined through an half page description	A slogan to qualify the project is found	The core market is defined. Draft slides for the final presentation	Final presentation is ready		

