**COURSE WORKSHOPS**

**Core workshops**

27.02.2023\_17:00-19:00 CET - Intro meeting: process, selecting the problem area

2.03.2023\_17:00-19:00 CET - Observing and discovering/ team building

06.03.2023\_17:00-19:00 CET- User research and interview training

13.03.2023\_17:00-20:00 CET - Persona development

16.03.2023\_17:00-19:00 CET - Customer journey mapping

20.03.2023\_17:00-19:00 CET - Ideation and concept creation

TBD\_Reflection intervention

24.04.2023\_14:00-18:00 CET - Pitch training: ABC

15.05.2023\_14:00-18:00 CET - Hollywood pitch

19.05.2023\_14:00-18:00 CET - Pitch practice and feedback

**Masterclasses**

**Day 1**

14.04.2023\_ 09:00-10:00 CET - Sustainability

14.04.2023\_ 11:00-12:00 CET - Ethics and entrepreneurship

14.04.2023\_ 12:30-14:00 CET - Value creation

14.04.2023\_ 15:00-16:00 CET - Types of business models

14.04.2023\_ 17:00-18:00 CET - Biomimicry

14.04.2023\_ 18:30-20:30 CET – IMAGYM

**Day 2**

05.05.2023\_10:00-17:00 CET - Sustainable business models

**Day 3**

12.05.2023\_ 09:00-11:00 CET - Legal aspects for startups in EU

12.05.2023\_ 12:00-13:00 CET - Branding

12.05.2023\_ 14:00-15:00 CET - Scaling

12.05.2023\_ 16:00-17:00 CET - Sales

12.05.2023\_ 17:30-19:00 CET – Financial planning

**Day 4**

26.05.2023\_09:00-10:30 CET – Showcasing and measuring your impact

26.05.2023 11:00-12:00 CET – Business Development

 26.05.2023 13:00-14:00 CET – Cascade funding for startups

26.05.2023 14:30-17:30 CET - Valuation\_part 1

27.05.2023 14:30-17:30 CET - Valuation\_part 2

**Final event/ Exam**

23.05.2023\_17:00-19:00 CET - PITCH YOUR IDEA

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