

Day	Theme	Session	Activities
-30	Idea selection	Asynchronous	Using an agreed process, undertake the process to select venture ideas with appropriate teams in readiness for the IMA
-6	Introduction to technology and teams	16h00	Introduction to the underlying technology (Zoom, Mashauri, Kahoot, MIRO) and introduction to your team
1	Entrepreneurship 1	Morning	Program introduction
			Key entrepreneurial concepts
		Afternoon	Presentation: entrepreneur scientist / Key note
			Assignment: problem-solution-user development
			Team building exercise: introduction
2	Scientists in business	Morning	Panel of 4 business scientists: individual presentations
			Question and answer forum
			Practical exercise (self-evaluation)
			Startup investor: pitching scientific ideas (what to say, how to say it)
		Afternoon	Pitch framework for own venture
			Practical exercise: Dreaming backwards
3	Entrepreneurship 2	Morning	Customers and value proposition development
			Markets and competitors
			Case study: business models
		Afternoon	Building a business model for own venture
			Assumptions and risks
		Testing the model	
4	Intellectual property protection, disclosure and creating value.	Morning	Workshop: Protection of intellectual property, creating and protecting value, practical exercise: IP issues with assignment venture
			Protecting the value of your venture
	Entrepreneurship 3	Afternoon	Venture finances
			Pulling it together
		Pitch requirements and identifying the gaps; pitch development	
5	Day 5: Entrepreneurship 4	Morning	Venture pitch development
			Final pitch practice
			Introduction to the judges
		Afternoon	Pitching competition
			Results, feedback and rewards