

# **Tentative Program**

### DAY 1: Wednesday, June 26th, 2019

13:00 - 14:00 Registration

14:00 - 14:30 Welcome addresses

#### 14:30 – 15:45 Business Model Development – Part I

(Saurabh Biswas)

- What's a business model Canvas?
- What are the different components of a business model canvas?
- What are hypotheses for developing a business model?

#### 15:45 - 16:15 Coffee break

### 16:15 – 17:30 Business Model Development – Part II

(Saurabh Biswas)

- Short introduction of the participants.
- Identification of a technology/idea by each team?
- How to determine whether a business model is worth doing?
- Hands-on: team formation

# DAY 2: Thursday, June 27th, 2019

### 09:00 - 11:00 Value Proposition

(Manolis Chatzigiannis)

- What is your product or service?
- How does it differ from an idea?
- Why will people want it?
- Who's the competition and how does your customer view these competitive offerings?
- Where's the market?
- Hands-on: 3 min presentation of Group Value proposition

### 11:00 - 11:30 Coffee break

#### 11:30 - 13:00 Customers & Channels

(Manolis Chatzigiannis)

- Who's the customer?
- User?
- Payer?
- How are they different?
- Why do they buy? How can you reach them?
- How is a business customer different from a consumer?
- <u>Hands-on:</u> team work

### 13:00 - 14:00 Lunch break

## 14:00 – 15:30 Commercialization Strategy

(Saurabh Biswas)

- IP Management
- Protection, Regulations, Reimbursement
- Pricing
- COGS
- Product Development Plan
- Hands-on: team work

## 15:30 - 16:00 Coffee break

#### 16:00 – 17:30 Key Activities, Partners & Resources

- (Saurabh Biswas)
- What are key activities to reach critical milestones?
- Why will they partner with you?
- What's the cost of the partnership?
- What are the benefits for an exclusive partnership?
- What are key resources needed to commercialize the idea?
- Hands-on: team work

## **DAY 3: Friday, June 28th, 2019**

### 09:00 - 10:30 Product market fit

(Dimitris Kourtesis)

- Introduction to product market fit
- Product market fit in practice
- Case studies from Thessaloniki

# (TBD)

#### 10:30 – 11:00 Revenue Stream & Cost Structure

(Manolis Chatzigiannis)

- Review of Business Model Canvas
- What's the revenue model strategy?
- What are the pricing tactics?
- Draw the diagram of payment flows

### 11:00 - 11:30 Coffee break

# 11:30 – 13:00 Fundamentals of Funding a new venture

(Saurabh Biswas)

- Entity formation
- Equity, capitalization table
- Sources of funding
- Dilutive and non-dilutive concepts/strategies
- Hands-on: team work

#### 13:00 - 14:00 Lunch break

#### 14:00 – 16:00 Team work and Mentoring

(Mentors and Instructors)

Preparation for the Business Model Canvas presentations

### **16:00 – 17:00** Team presentations

# 17:00 - 17:30 Presentation of certificates to participants / Winner team

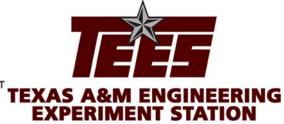
#### 19:00 - Dinner

**Venue KEDEA**: Aristotle University's Research Dissemination Center, 3is Septemvriou – Panepistimioupoli GR 54636 Thessaloniki, Greece. CONFERENCE HALL I (LEVEL 0)

# **Organizing Institutions**







# **Supporters**







