



June 26 - June 28, 2019

Thessaloniki, Greece

<http://tecc.web.auth.gr>

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?
- Hands-on: 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)

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