

The Agenda

	21/05	22/05	23/05	24/05	25/05
09:30-11:00	Introduction Overview of the academy and IStart platform	Idea / business model validation Market segmentation Competitors	The market TAM SAM SOM	How to pitch	Pitching competition
11:00-11:15	Break				
11:15-12:00	Idea & personal skills presentation	Preparation for going out on the street	Feedback from the market. Teamwork & coaching	Teamwork & coaching	Best team selection
12:00-12:30	Team creation	Teamwork to test questions	Progress report presentation		Award ceremony and event closure
12:30-13:00		First pitch: the value proposition			
13:00-14:00	Free lunch included	-	Free lunch included	Free lunch included	Free lunch included
14:00-15:00	Value proposition	Idea testing out in the streets	Budgeting and forecasting / raising capital	Pitch dry run	-
15:00-16:00	Idea / business model validation Market segmentation Competitors		Teamwork & coaching		
16:00-16:30			Break	Break	
16:30-16:45	Break				
16:45-18:00	Teamwork & coaching		Teamwork & coaching	Teamwork & coaching	
Outcome	Teams with Ideas, Canvas and Desk Research	Refined Idea & Canvas	Idea Crash-Test (Pivoting) & Budgeting	Pitch deck	Pitches and Winners

Practical information

- ▶ The academy will be held in English
- ▶ We provide the tutors, you bring your laptop
- ▶ We accept already formed groups, students with ideas & students who want to work on other persons' ideas
- ▶ We will select max **30 participants** based on skill & motivation

About ISTART

ISTART, "A Lean-Training, Innovative, Multidisciplinary Digital Entrepreneurship Platform" was financed within the Erasmus+ KA2 Strategic Partnership 2016 call.

The project aims to develop an innovative, evidence-based transnational framework that will markedly improve the knowledge and skills of academic institutions to produce more market/ startup oriented Digital Entrepreneurship Practice (DEP) curricula.

This is the third academy, the first took place in Thessaloniki (Greece), the second in Coimbra (Portugal).