

INNOCENS ENTREPRENEURSHIP COURSE // Valencia // March 27 - April 7 2017
SCHEDULE

Date	Day	Time	Training Topics	Other activities	Classroom	Responsible persons
March 27th	Monday	9:00 - 9:30	Introduction to the UPV, IDEAS UPV & STARTUPV			
		9:30 - 10:00	Introduction to the UPV, IDEAS UPV & STARTUPV			
		10:00 - 10:30	Teambuilding			
		10:30 - 11:00	Business Ideation			
		11:00 - 11:30	Coffee Break			
		11:30 - 12:00	Design Thinking			
		12:00 - 12:30	Design Thinking			
		12:30 - 13:00	Design Thinking			
		13:00 - 13:30	Design Thinking			
		13:30 - 15:30	welcome lunch			
		15:30 - 16:00	Founder's Dream + Deals between companies and customers			
		16:00 - 16:30	Founder's Dream + Deals between companies and customers			
		16:30 - 17:00	Founder's Dream + Deals between companies and customers			
		17:00 - 17:30	Founder's Dream + Deals between companies and customers			
March 28th	Tuesday	9:00 - 9:30	Spin off creation - CPI.UPV			
		9:30 - 10:00	Spin off creation - CPI.UPV			
		10:00 - 10:30	Leadership and motivation			
		10:30 - 11:00	Leadership and motivation			
		11:00 - 11:30	Coffee Break			
		11:30 - 12:00	Business Model Generation			
		12:00 - 12:30	Business Model Generation			
		12:30 - 13:00	Business Model Generation			
		13:00 - 13:30	Business Model Generation			
		13:30 - 15:30	Lunch Break			
		15:30 - 16:00	Case Study: spinoff	Visit to Das Photonics		
		16:00 - 16:30	Case Study: spinoff	Visit to Das Photonics		
		16:30 - 17:00	Case Study: spinoff	Visit to Das Photonics		
		17:00 - 17:30	Case Study: spinoff	Visit to Das Photonics		
March 29th	Wednesday	9:00 - 9:30	Lean Startup			
		9:30 - 10:00	Lean Startup			
		10:00 - 10:30	Lean Startup			
		10:30 - 11:00	Lean Startup			

11:00 - 11:30		Coffee Break
11:30 - 12:00	Conversion Funnel & Metrics	
12:00 - 12:30	Conversion Funnel & Metrics	
12:30 - 13:00	Conversion Funnel & Metrics	
13:00 - 13:30	Conversion Funnel & Metrics	
13:30 - 15:30		Lunch Break
15:30 - 16:00	Marketing online: web, SEO, SEM, Social Media	
16:00 - 16:30	Marketing online: web, SEO, SEM, Social Media	
16:30 - 17:00	Marketing online: web, SEO, SEM, Social Media	
17:00 - 17:30	Marketing online: web, SEO, SEM, Social Media	

March 30th	Thursday	9:00 - 9:30	Lean Startup II
		9:30 - 10:00	Lean Startup II
		10:00 - 10:30	Lean Startup II
		10:30 - 11:00	Lean Startup II
		11:00 - 11:30	Coffee Break
		11:30 - 12:00	Market Segmentation and Customer Development
		12:00 - 12:30	Market Segmentation and Customer Development
		12:30 - 13:00	Market Segmentation and Customer Development
		13:00 - 13:30	Market Segmentation and Customer Development
		13:30 - 15:30	Lunch Break
		15:30 - 16:00	MVP & Prototype
		16:00 - 16:30	MVP & Prototype
		16:30 - 17:00	MVP & Prototype
		17:00 - 17:30	MVP & Prototype

March 31st	Friday	9:00 - 9:30	Brand
		9:30 - 10:00	Brand
		10:00 - 10:30	Brand
		10:30 - 11:00	Brand
		11:00 - 11:30	Coffee Break
		11:30 - 12:00	Customer Validation
		12:00 - 12:30	Customer Validation
		12:30 - 13:00	Customer Validation
		13:00 - 13:30	Customer Validation
		13:30 - 15:30	Lunch Break
		15:30 - 16:00	Sales and marketing. Talking to potential customers
		16:00 - 16:30	Sales and marketing. Talking to potential customers

16:30 - 17:00 Sales and marketing. Talking to potential customers
17:00 - 17:30 Sales and marketing. Talking to potential customers

April 3rd	Monday	9:00 - 9:30	Value Proposition		
		9:30 - 10:00	Value Proposition		
		10:00 - 10:30	Value Proposition		
		10:30 - 11:00	Value Proposition		
		11:00 - 11:30		Coffee Break	
		11:30 - 12:00	Finance & Fundraising		
		12:00 - 12:30	Finance & Fundraising		
		12:30 - 13:00	Finance & Fundraising		
		13:00 - 13:30	Finance & Fundraising		
		13:30 - 15:30		Lunch Break	
		15:30 - 16:00	Find your early adopters		
		16:00 - 16:30	Find your early adopters		
		16:30 - 17:00	Find your early adopters		
		17:00 - 17:30	Find your early adopters		
April 4th	Tuesday	9:00 - 9:30	Leadership, motivation and teamwork		
		9:30 - 10:00	Leadership, motivation and teamwork		
		10:00 - 10:30	Leadership, motivation and teamwork		
		10:30 - 11:00	Leadership, motivation and teamwork		
		11:00 - 11:30		Coffee Break	
		11:30 - 12:00	Internationalization		
		12:00 - 12:30	Internationalization		
		12:30 - 13:00	Internationalization		
		13:00 - 13:30	Internationalization		
		13:30 - 15:30		Lunch Break	
		15:30 - 16:00	Case Study: STARTUPV		Visit to STARTUPV
		16:00 - 16:30	Case Study: STARTUPV		Visit to STARTUPV
		16:30 - 17:00	Case Study: STARTUPV		Visit to STARTUPV
		17:00 - 17:30	Case Study: STARTUPV		Visit to STARTUPV
April 5th	Wednesday	9:00 - 9:30	Business Model Plan		
		9:30 - 10:00	Business Model Plan		
		10:00 - 10:30	Business Model Plan		
		10:30 - 11:00	Business Model Plan		

		11:00 - 11:30		Coffee Break
		11:30 - 12:00	Business Model Plan	
		12:00 - 12:30	Business Model Plan	
		12:30 - 13:00	Business Model Plan	
		13:00 - 13:30	Business Model Plan	
		13:30 - 15:30		Lunch Break
		15:30 - 16:00	MVP & Prototype II	
		16:00 - 16:30	MVP & Prototype II	
		16:30 - 17:00	MVP & Prototype II	
		17:00 - 17:30	MVP & Prototype II	
April 6th	Thursday	9:00 - 9:30	Marketing Plan	
		9:30 - 10:00	Marketing Plan	
		10:00 - 10:30	Marketing Plan	
		10:30 - 11:00	Marketing Plan	
		11:00 - 11:30		Coffee Break
		11:30 - 12:00	Agile Development	
		12:00 - 12:30	Agile Development	
		12:30 - 13:00	Agile Development	
		13:00 - 13:30	Agile Development	
		13:30 - 15:30		Lunch Break
		15:30 - 16:00	Case study	
		16:00 - 16:30	Case study	
		16:30 - 17:00	Case study	
		17:00 - 17:30	Case study	
April 7th	Friday	9:00 - 9:30	How to pitch your entrepreneurial idea	
		9:30 - 10:00	How to pitch your entrepreneurial idea	
		10:00 - 10:30	How to pitch your entrepreneurial idea	
		10:30 - 11:00	How to pitch your entrepreneurial idea	
		11:00 - 11:30		Coffee Break
		11:30 - 12:00	Working time: prepare your pitch	
		12:00 - 12:30	Working time: prepare your pitch	
		12:30 - 13:00	Working time: prepare your pitch	
		13:00 - 13:30	Working time: prepare your pitch	
		13:30 - 15:30		Lunch Break
		15:30 - 16:00	PITCH competition	
		16:00 - 16:30	PITCH competition	

16:30 - 17:00 PITCH competition

17:00 - 17:30 PITCH competition