



Week 1

PROGRAM OVERVIEW

	MON 23.07	TUE 24.07	WED 25.07	THU 26.07	FRI 27.07
	Team Building	Design Thinking	Lean Startup & Customer Development	Problem-Solution Fit	Value Proposition
9:00 – 12:30	10:00 Welcome & Intro Competence Profiling and Speed Dating Team Building Challenge	Design Thinking	Workshop: Companies' challenges Fine-tuning your idea with Design Thinking Lean Start Up Persona Workshop	Keynote: the internet of moving things: applications to make mobility smarter Testing the problem and the customer segment Workshop: Customer Interviews	Defining your Value Proposition Workshop: Value Proposition Canvas
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
13:30 – 15:00	Get to know your team Team role and competences (Belbin)	Technology Trends/ Challenges as inspiration for your idea Business Idea Generation with the help of Design Thinking	Customers jobs, pains and gains Assumption on the customer problem	Get out of the Building Customer Feedback Analysis	Testing the solution Define Experiments to test your solution with customers
15:00 – 16:00			Keynote: What is „smart“ urban mobility	Coaching	Field Visit: Heidelberg Innovation Lab
From 16:30		Free Group Work	Free Group Work	Free Group Work	
19:30	Welcome Drink			Picnic – bring your own food	Social Evening in Heidelberg



Week 2

PROGRAM OVERVIEW

	MON 30.07	TUE 31.07	WED 01.08	THU 02.08	FRI 03.08
	Business Model & Pitch	Marketing & Strategy	Product Development	Validate your Business Model	Final Pitching
9:00 – 12:30	Teams' presentation: Show me the currency/Pivot Business Model Development	Go to Market Strategy / Marketing Sales	Prototyping	Business Model Innovation Validate your Business Model	Final Pitching and selection of Candidates
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break
13:30 – 15:00	Presenting your idea: how to pitch	Corporate Entrepreneurship Management 3.0	Group Work Teams' presentation: Lesson Learned	Preparing your pitch / Group Work	Award Ceremony
15:00 – 16:00	Coaching	Coaching	Coaching	Free Group Work	
From 16:30	Visit to M-Tech Accelerator (tbc)	Free Group Work	Keynote: Blockchain	Free Group Work	
19:30	Social Event			Farewell Event	