



Program for a One-Day I&E Crash-Course Under the EIT Digital Outreach Programme

FESB lab B526 9:00 - 19:00 sati 28. travnja 2016.

Program of the Day

09.00 Welcome and introduction to the course

09.20 Flipped class tutorial on C-P-S. This means that the tutor will interact with the class about the need of a precise identification of prospect Customer, his/her unspoken need (the Problem) and the innovative product or service (the Solution) on the base of the concepts shown on the video. About 40 min.

10.00 **Coffee break**

10.15 Applied creativity to identify C-P-S. Exercise. The tutor supports participants to propose problems looking for a solution and customers who feel such problems. Usually 30% to 50% of participants present their C-P-S in front of the class.

11.30 Idea trading: Tutor interacts with participants to form groups around the most promising ideas.

12.00 Closing of the morning session. The organizer team will leave the room, while students can continue group forming until 13.00.

Course tutor will deliver to students a video and students are asked to see the video on business modelling during the lunch-break.

13.00 **Lunch Break**

14.00 Flipped class tutorial on business modelling. The tutor interact with participants to assess the level of internalization of business modelling principles. In case of some lack in understanding, the tutor bridges the gap during the tutorial.

15.00 **Coffee break**

15.15 Students re-start working on their own business model. Tutor moves around from team to team to monitor the work in progress and to give directions.

18.00 Students present their business ideas and related business model in front of their colleagues & organizers.

18.45 Conclusions with a short speech on Innovation and Entrepreneurship

19.00 End of the event