

EIT FOOD - ENTREPRENEURSHIP WINTER SCHOOL 2017								
On Europe's Future Food System								
	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
	26.11.	27.11.	28.11.	29.11.	30.11.	01.12.	02.12.	03.12.
	Hostel	WZW	CDTM, 607	CDTM, 607	WZW	CDTM, 607	Munich City	Hostel
MUNICH	9:00-12:00	<u>How to survive the winter school? / Action Day</u>	<u>Student pitches: Trend results</u>	<u>Student pitches: User study insights</u>	<u>Student pitches: Identified problems</u>	<u>Student pitches: Business Ideas</u>	Day of free time in Munich	Checkout and departure
	12:00-13:30	Lunch	Lunch	Lunch	Lunch	Lunch		
	13:30-16:00	The European smart food systems	<u>How to find the right idea?</u>	How to create a product story? Customer Experience Mapping / Personal	<u>How to develop a value proposition? Business Model Canvas</u>	How to paper/video prototype?		Travel to Cambridge
	16:00-18:00	Group Work: Trend Analysis	User Studies/Interviews/Group Works along value chain	Group Work	Group Work	Group Work		
	18:00-20:00	Arrival and check-in at hotel	Group Work: Trend Analysis	User Studies/Interviews/Group Works along value chain	Food Startup visits/presentations + Get together	Climate impact assessment?		Final presentation <i>Room 605 (reserved)</i>
						Informal Get-Together		
	SUN	MON	TUE	WED	THU	FRI	SAT	
	03.12.	04.12.	05.12.	06.12.	07.12.	08.12.	09.12.	
CAMBRIDGE	9:00-12:00	Welcome to Cambridge and introduction to the Cambridge entrepreneurial ecosystem + student position pitches: refined post feedback in Munich	Student pitches: Impact and Frugality + Travel to Pepsi	Student pitches: Intellectual property position and strategy	Student Pitches: Market indications	Student Pitches: Routes to Market and Scaling	Checkout and departure	
	12:00-14:00	Impact and sustainability of product/process /venture	Product design and production	lunch	lunch	How to preparing a winning pitch + Lunch		
	14:00-16:00	Arrival and check-in at hotel	Intellectual Property	Industrial visit	Indicative Market Research	Routes to Market	Group work	Interactive workshop
	16:00-18:00		Applying Principles of Frugal Innovation	Travel back to Cambridge	Entrepreneurial panel: Implementing innovations in food	Group work	Final Pitches to panel + closing	Talks
	18:00-20:00		Dinner	Dinner	Networking reception	Dinner		
	MON							
	11.12.							
BELFAST	Online incubation	what is going to happen here?						