

		<b>EIT FOOD - ENTREPRENEURSHIP WINTER SCHOOL 2017</b>								
		<i>On Europe's Future Food System</i>								
		<b>SUN</b>	<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THU</b>	<b>FRI</b>	<b>SAT</b>	<b>SUN</b>	
		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	
<b>MUNICH</b>	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			
		<b>SUN</b>	<b>MON</b>	<b>TUE</b>	<b>WED</b>	<b>THU</b>	<b>FRI</b>	<b>SAT</b>		
		03.12.	04.12.	05.12.	06.12.	07.12.	08.12.	09.12.		
<b>CAMBRIDGE</b>	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				
		<b>MON</b>								
		11.12.								
<b>BELFAST</b>	<b>Online incubation</b>	what is going to happen here?								