## EIT FOOD - ENTREPRENEURSHIP WINTER SCHOOL 2017

### On Europe's Future Food System

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<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
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<td>CDTM, 607</td>
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<td>Hostel</td>
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### MUNICH

#### 9:00-12:00
- **How to survive the winter school? / Action Day**
- **Student pitches: Trend results**
- **Student pitches: User study insights**
- **Student pitches: Identified problems**
- **Student pitches: Business Ideas**

#### 12:00-13:30
- Lunch

#### 13:30-16:00
- **The European smart food systems**
  - **How to find the right idea?**
  - **How to create a product story?**
  - **How to develop a value proposition?**
  - **How to paper/video prototype?**

#### 16:00-18:00
- **Group Work: Trend Analysis**
  - User Studies/Interviews/Group Works along value chain

#### 18:00-20:00
- **Arrival and check-in at hotel**
  - Group Work: Trend Analysis
  - User Studies/Interviews/Group Works along value chain

### 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**

#### 12:00-14:00
- **Impact and sustainability of product/process/venture**
- **Product design and production**
- Lunch

#### 14:00-16:00
- **Arrival and check-in at hotel**
- **Intellectual Property**
  - Industrial visit
- **Inductive Market Research**
  - Routes to Market

#### 16:00-18:00
- **Applying Principles of Frugal Innovation**
  - Travel back to Cambridge
- **Entrepreneurial panel: Implementing innovations in food**

#### 18:00-20:00
- **Dinner**

### BELFAST

- **Online incubation**

what is going to happen here?