

PROGRAM

European Cross-Border Doctorials

Times	Sessions	Monday 07/05 Day 1	Tuesday 07/06 Day 2	Wednesday 07/07 Day 3	Thursdays 07/08 Day 4	Friday 07/09 Day 5
9:00 am - 9:20 am	Q&R sessions	OPENING DAY * speech of the organizers * conference on UN DSGs	Question & answer session on the previous day's workshop			
9:00 am - 10:30 am	Workshops duration: 1 hour and half (including 20 minutes devoted to a review of the previous workshop)	Workshop 1: Value proposition & BM Canvas - From idea to "business" - What's a "Startup" or "intra-startup" - The business model Canvas - The value proposition map From Market to Productit-fit	Workshop 2: Marketing - Market - Reducing risk and uncertainty - Stakeholders analysis - business model environment - Competitors - How big is the market	Workshop 3: Pitch deck presentation - Pitch Deck (the "investor vision") Core idea/solution, problem identification, customer segments, costs and revenue streams, MVP's, scalability, etc... Doctorials jury criteria	Workshop 4: Marketing - Sales - The customer journey - Sales funnel and conversion (b2c and b2b)	Workshop 5: Lean Startup model - Customer Development Manifesto - Reducing uncertainty and risk - BP vs Experimentation process - Customer development
10:30 am - 11:00 am	Doubts session	30 minutes of session during which coaches remain online and available to PhD students to answer their questions and resolve any difficulties they may encounter within their work group;				
11:00 am - 12:30 pm	<i>working group</i> Duration: 1 hours					
12:30 pm - 1:30 pm Lunch Break						
1:30 pm - 4:00 pm	<i>working group</i> Duration: 2h30 hours					
4:00 pm - 4h30 pm	Plenary conferences Duration: 30 minutes	Conference 1: Motivation, leadership and teamwork	Conference 2: Marketing and market	Conference 3: Tools for a proper communication	Conference 4: Design thinking	Conference 5: Marketing and market
4:30 pm - 5:00 pm	Testemonies Duration: 20 minutes	Testemony 1	Testemony 2	Testemony 3	Testemony 4	Testemony 5
From 5:00 pm	<i>working group</i> Duration: free					

Saturday 07/10 Day 6
<p style="text-align: center;">PRESENTATION DAY</p> <p>*Officials' speeches</p> <p>* Presentation of projects</p> <p>* Jury deliberations</p> <p>* Announcement of results</p> <p>* Last words</p>