

	Monday May 18th	Tuesday May 19th	Wednesday May 20th	Thursday May 21st
08:00-08:30	Registration and coffee	Morning coffee	Morning coffee	Morning coffee
08:30-10:00	Welcome and practical information. Introduction	What to do for your customer	How does your customer acquire your product? Woo and triggers	Final project presentations
10:00-10:30	Break	Break	Break	What did we learn and wrap up
10:30-11:30	Why be an Entrepreneur? Why Scale?	Alignment of who your customers are and what you can do for them	Importance of doing step 9 properly, first 10 customer analysis	
11:30-12:30	Lunch	Lunch	Lunch	Lunch
12:30-13:30	6 lenses for Scaling	What is your core?	How do you scale your business? How do you make money?	
13:30-14:30	Fundamentals of products	Case presentation 2	Entrepreneurial Leadership and AntiFragility Importance of Team Operational Excellence Culture Reason d'etre	
14:30-15:30	Who is your customer	Break and light refreshments	Case presentation 3	
15:30-16:00	Break and light refreshments	Description of Final project	Break and light refreshments	
16:00-17:30	Case presentation 1	Case presentation 3	Work on project with DE Canvas	
17:30-18:00	What did we learn today?	What did we learn today? Transport to Venue	Review of projects	
18:30-20:00	Get together @ VIS	Get together @ ??	Get together @ ??	