



24h Chrono Entrepreneurship Challenge – India

IISER Pune –1st & 2nd December 2017

TENTATIVE PROGRAM

Time	Contents
08:00 – 08:45	Opening : Welcome & breakfast Registration
Learning Phase 1 (LP1): EXPLORING AND SHARING INNOVATION [9:00-12:00]	
09:00 – 11:00	Preliminary Sequence: Flash Business-Meeting® Group Rules Defining Innovation
11:00 – 12:00	Presentation of the learning program and the educational team
12:00 – 12:30	Lunch
EVENT LAUNCH [12:45-13:00]	
12:30 – 13:00	Launch of the 24 hours Constitution of teams
Learning Phase 2 (LP2): DESIGN OF BUSINESS OPPORTUNITY: Creativity, Discovery and Innovation [13:00-17:00] From Concept to Opportunity and Project	
13:00 – 14:00	Team time
14:00 – 14:30	Methodology workshop 1 (MW1): Two major challenges for innovation
14:30 – 15:30	Team time
15:30 – 16:00	Methodology workshop 2 (MW2): From Business Model to Business Plan
16:00 – 17:00	Team time
Learning Phase 3 (LP3): VALIDATION OF BUSINESS OPPORTUNITY: Market Study [17:00-20:00] From Value Proposition to Market Study	
17:00 – 17:30	Methodology workshop 3 (MW3): Market Study
17:30 – 20:00	Team time
20:00 – 21:00	Dinner
Learning Phase 4 (LP4): DESIGN OF THE ENTREPRENEURSHIP OFFER Commercial Strategy and Business Model [21:00-01:00] From Value Proposition to Value Creation	
21:00 – 21:30	Methodology workshop 4 (MW4): Familiarisation with the Startup Science Lean Canvas software
21:30 – 22:30	Team time
22:30 – 23:00	Methodology workshop 5 (MW5): Developing a Commercial Strategy – from value proposition to value creation
23:00 – 01:00	Team time

Time	Contents
Learning Phase 5 (LP5): BUDGETING AND FINANCIAL FORECASTS [01:00-05:00] Balancing Revenues and Cost Structures in a Risk Environment	
01:00 – 01:30	Methodology workshop 6 (MW6): Financial Forecasts
01:30 – 05:00	Team time
Learning Phase 6 (LP6): START-UP DESIGN – Organisational and Legal Dimensions [05:00-09:00] Structuring and Setting Up Your Project: From Value Proposition to Value Architecture	
05:00 – 05:30	Methodology workshop 7 (MW7): Legal set-up for the project
05:30 – 09:00	Team time
06:00 – onwards	Breakfast
07:30 – 08:30	Yoga session (TBC)
Learning Phase 7 (LP7): PITCHING THE PROJECT – Project Finalisation Stage [09:00-13:00] 5 major dimensions of a pitch	
09:00 – 09:30	Methodology workshop 8 (MW8): Preparation for project presentation – Knowing how to present and defend your project in a limited timeframe
09:30 – 13:00	Team time
Official stop of contest	
13:00 – 14:00	Lunch
Learning Phase 8 (LP8): INITIAL PITCHING TO SEMI-FINAL JURIES [14:00-16:30]	
14:00 – 16:30	INITIAL PITCHING to the semi-final juries
Learning Phase 9 (LP9): FINAL PITCHING [17:00-18:00] Presentation of the two teams in the finals to the entire jury and selection of the winning team	
17:00 – 18:00	FINAL PITCHING to Final Jury
18:30 – 19:00	AWARD CEREMONY AND CONCLUSION OF EVENT
19:00 – 20:00	COCKTAIL RECEPTION