



























## EIT FOOD SEEDBED PROGRAMME – Bootcamp Agenda (Time stated is CET)











MONDAY				
Time	Activity	Facilitator	Format	Details
10:00	Welcome by EIT Food Seedbed Team	EIT		Welcome.
10:05	Bootcamp Introduction	Shane Meehan		Technology check, bootcamp etiquette, timeframe for BMC & AP submission. Overview of judging process for full EIT programme participation
10:15	Verbal Business Card – Recap	Shane Meehan		A quick recap of the verbal Business Card exercise delivered on the welcome call.
10:20	Introduction to Value Proposition Canvas (VP).	Tim Doidge		Learn how to Customer Profile, Value Map and achieve 'Fit'.
10:35	Exercise: Case Study – Value Proposition Canvas	Paul Reavey / Coaches		<b>Group work:</b> TEAMS work in groups with coach support work to identify customer jobs, pains and gains of Case Study Example (e.g., Oatly). <i>(5 groups)</i>
11:00	<b>Tea / Coffee</b>			
11:10	Exercise: Customer jobs, pains & gains.	Coaches		TEAMS start the process of defining their own project's jobs, pains and gains.
12:00	<b>Tea / Coffee Networking Break</b>	<b>Teams</b>		Only Teams to attend Networking break <i>(4 Breakout Rooms)</i>
12:20	Customer jobs, pains & gains for your project.	Coaches		Teams continue the process of building the Value Proposition Canvas for their project expanding the segments where time permits.
13:00	<b>Lunch</b>	<b>All</b>		
14:30	<b>Business Model Canvas (BMC) – Developing a BMC for your business idea</b>	Tim Doidge		Live presentation.
14:45	Exercise: BMC case study	Tim Doidge		TEAMS populate Case Study Example (e.g., Nespresso).
15:00	Business Model Canvas online tools	Shane Meehan		Canvanizer - Live presentation.

15:10	Preparing your Value Proposition	Coaches		<b>Team time</b> with Coach. Draft initial Value Proposition. Only complete Value Proposition section of BMC at this stage.
15:45	<b>Tea / Coffee Break</b>	<b>All</b>		
15:55	Preparing your Value Proposition	Coaches		<b>Team time</b> with Coach. Draft initial Value Proposition. Only complete Value Proposition section of BMC at this stage.
16:30	Alumni Experiences and Q&A	Alumni		Guest speaker presentation by Alumni, followed by Q&A.
17:00	<b>Close</b> (Daily wrap up & feedback session)	EIT		<b>(BMC to be worked on by teams overnight)</b>
19:00 – 20:00	<b>Seedbed Bar</b> (Virtual Bar and opportunity for Team Networking. Bring along a beer, glass of wine, cup of tea or drink of your choice.)	All		<b>Relax after a full day of bootcamp activities</b>

**TUESDAY**







Time	Activity	Facilitator	Format	Details
10:00	Welcome	EIT		Welcome to Day 2.
10:05	Preparing your BMC	Team Time		<b>Team time</b> with Coach to add Value Proposition, Customer Segments & Key Partners on BMC.
<b>11:00</b>	<b>Tea / Coffee</b>	<b>All</b>		
11:10	Shaping your idea. Don't fall in love with your first idea, you may need to pivot!	Shane Meehan	 	Don't fall in love with your first idea! <b>Team Ideation time</b> to identify alternative <b>segments/applications/partners</b> for their project.
11:30	Preparing your BMC	Team Time		<b>Team time</b> with Coach to add Value Proposition, Customer Segments & Key Partners on BMC.
<b>12:00</b>	<b>Tea / Coffee Networking Break</b>	<b>Teams</b>		<i>Only Teams to attend Networking break (4 Breakout Rooms)</i>
12:20	Hypothesize and Testing Assumptions	Paul Reavey		Identify current assumptions on customer needs, market conditions, and value proposition. Create hypotheses which can be tested to assess and validate business ideas. <i>Live presentation on how to compile assumptions and hypotheses and how to identify critical hypothesis.</i>
12:35	Testing Business Ideas (Case Study)	Shane Meehan		Case study showing how to assess ideas through testing using a range of analytical tools, research, interviews and data driven approaches. <i>Live presentation using case study of how example project could test hypothesis and challenge assumptions on business/users/customers/market.</i>
12:55	<b>Action Plan:</b> Introduction to Action Plan, followed by Q&A. <i>(Idea Testing section)</i>	Shane Meehan	 	<i>(Idea Testing section)</i> Live presentation on reporting requirements and how to complete the Action Plan incorporating lean testing methodologies.
<b>13:00</b>	<b>Lunch</b>	<b>All</b>		
14:30	<b>Testing &amp; Experiments:</b> Teams create draft Action Plan	All		<b>Team time</b> to compile list of most applicable tests to assess commercial potential of business idea. Coach to assist.
<b>15:45</b>	<b>Tea / Coffee</b>	<b>All</b>		

16:00	<b>Testing &amp; Experiments:</b> Teams create draft Action Plan	All		<i>Team time to compile list of most applicable tests to assess commercial potential of business idea. Coach to assist.</i>
16:30	Opening Conversations	Paul Reavey		Meeting techniques for opening conversations. <i>(5 stages of a meeting)</i>
16:50	Speed Network Briefing	Paul Reavey		
17:00	<b>Close</b> (Daily wrap up & feedback session)			<b><i>(DEADLINE: Draft BMC to be submitted by 5pm)</i></b>

WEDNESDAY				
Time	Activity	Facilitator	Format	Details
10:00	Welcome	EIT		Welcome to Day 3.
10:05	Market Discovery and Customer engagement.	Niall & Mary		<i>Overview of how to approach market discovery phase. Includes tips on identifying key events and potential partners.</i>
10:25	Using LinkedIn to identify contacts and groups	Shane		Overview of how to Search on LinkedIn and make contacts with individual and Groups.
10:35	Team Task: Identify contacts/groups on LinkedIn	Team Time		<b>Team time</b> with Coach to identify at least <u>2 individuals</u> & <u>2 groups</u> to contact via LinkedIn.
10:50	Digital Engagement and connecting remotely	Shane		Summary of how to engage the market remotely, particularly with challenge of current travel restrictions.
11:10	<b>Tea / Coffee Break</b>	<b>All</b>		
11:20	<b>Action Plan:</b> Introduction to Action Plan, followed by Q&A. <i>(Market Discovery section)</i>	Joanne		<i>(Market Discovery section)</i> Live session followed by Q&A.
11:30	<b>Action Plan:</b> Teams create draft Action Plan	Team Time		<i>(Market Discovery section)</i> <b>Team time</b> with Coach to discuss list of potential events, tradeshow, conferences, webinars, meetings, & social media contact.
12:10	<b>Tea / Coffee Break</b>	<b>All</b>		
12:20	<b>Action Plan:</b> Teams create draft Action Plan	Team Time		<i>(Market Discovery section)</i> <b>Team time</b> with Coach to discuss list of potential events, tradeshow, conferences, webinars, meetings, & social media contact.
13:00	<b>Lunch</b>	<b>All</b>		
14:15	Speed Network Briefing session for Experts In Residence & Business Mentors	Shane Meehan		<b>Only Experts In Residence &amp; Business Mentors to attend</b>
14:30	Speed Networking session with Business Mentors (5 minute meeting followed by 3 min feedback)	All		Role play exercise with business mentors acting as prospective user/customer or collaboration partner.
15:40	<b>Tea / Coffee Break</b>	<b>All</b>		
15:50	Speed Networking session with Business Mentors (5 minute meeting followed by 3 min feedback)	All		Role play exercise with business mentors acting as prospective user/customer or collaboration partner.

16:50	<i>Speed Networking Session Debrief</i>			
17:00	<b>Close</b>			<b>(DEADLINE: Action Plan to be submitted by 8pm)</b>

**THURSDAY**

Time	Activity	Facilitator	Format	Details
10:00-12:00	Team time to prepare pitch	EIT		<b>Team time with coaches. (Deadline: Pitch presentations to be submitted by 12:00)</b>
12:00	Team Pitches	All		3 min pitch followed by 5 min Q&A. Team present individually to judging panel.
13:20	<b>Tea / Coffee Break</b>	<b>All</b>		
13:30	Team Pitches	All		3 min pitch followed by 5 min Q&A. Team present individually to judging panel.
14:40	<b>Tea / Coffee Break</b>	<b>All</b>		
14:50	Team Pitches	All		3 min pitch followed by 5 min Q&A. Team present individually to judging panel.
16:00	Programme feedback session	EIT		
16:20	<i>What happens Next?</i>	Shane & Michaela		
16:30	<b>Bootcamp Close</b>			<b>(Deadline for Submission of final BMC and Action Plan – 7pm)</b>