

Agenda of AIESEC Symposium 2012 - Startup Slovakia!

Agenda: 3rd February 2012

8.00 – 9.00	Registration
9.00 – 9.30	Opening of the day
9.30 – 10.00	Entrepreneurship as a force for driving change- Selma Prodanovic
10.00 – 10.30	Ecosystem for Entrepreneurship & Innovation in Slovakia- Ivan Stefunko, Selma Prodanovic
10.30 – 10.45	Break
10.45 – 11.15	Think like an entrepreneur- Mark Tuttle
11.15 – 12.15	Working Time- Business Idea Sandbox
12.15 – 12.45	Startup Success Story- Petra Marko
12.45 – 14.00	Networking Lunch
14.00 – 14.30	Talk by P&G
14.30 – 16.00	Innovations and P&G driving business through innovations
16.00 – 16.15	Break
16.15 – 17.15	Design/Create a product- Adam Somlai-Fischer
17.15 – 18.45	Working time-Create the product
18.45 – 19.00	Closing of the Day
19.00	Networking Dinner

Agenda: 4th February, 2012

8.00 – 9.00	Check in
9.00 – 9.15	Monetize your idea- Lukas Hudecek, Marius Starcke
9.15 – 10.45	Working Time-Business Models
10.45 – 11.00	Break
11.00 – 11.45	Estimate the resources you need- Can Ertugrul
11.45 – 12.15	Working Time-Estimate Resources
12.15 – 13.30	Networking Lunch
13.30 – 14.10	What do investors look for- Ondrej Bartos, Ivan Stefunko
14.10 – 15.55	“Sell” your Idea- Pitch Training- Can Ertugrul
15.55 – 15.10	Break
15.10 – 16.40	Working Time- Prepare your Pitch
16.40 – 17.25	Make your Pitch [Jury: Ivan Stefunko, Jan Orlovsky, Ondrej Bartos, Hansi Hansmann, Lukas Hudecek]
17.25 – 17:35	Break
17:35 – 18:10	Make your Pitch
18.30 – 19.30	Selection of best idea & Closing of the day

*Working time is in groups with mentors

Name of Session	Duration (mins)	Explanation
Think like an entrepreneur	30	How to spot opportunities? How to think like an entrepreneur? How to have ideas/How to select ideas
Working Time: Business Idea Sandbox	60	Create and select ideas in groups
How to design/create a product	60	How to think of the solution? How to do customer driven development? How to figure out the concrete need of your potential customer? How to approach creating a product from scratch?
Working Time-Create the Product	90	Thinking on what the product looks like and how the features should be
How to Monetize your idea	30	How to monetize your ideas/ business? What are the business model fundamentals one has to consider?
Working Time-Business Models	90	Working on your own business model
Estimate the resources you need	25	Reality Check: How to estimate the resources you will probably need to create the business? How to be resourceful?
Working Time-Estimate resources	50	Trying to estimate the required resources for the business idea
"Sell" your Idea	45	How to pitch your startup/ business idea? How to effectively present in front of the audience?
Working Time-Prepare your pitch	90	Preparation time for the final pitches