

Day 1: Monday 7 th May 2018		
09:00 – 09:30	<i>Registration</i>	
09:30 – 09:45	Welcome to The Next Society Innovators Academy	<i>Candance Johnson</i>
09:45 – 10:45	Business Modelling workshop (1)	<i>TBC</i>
10:45 – 11:00	<i>Coffee break</i>	
11:45 – 12:00	Go to market strategy workshop (2)	<i>TBC</i>
12:00 – 13:00	IPR workshop (3)	<i>Raffaele Buompane</i>
13:00 – 14:00	<i>Networking lunch</i>	
14:00 – 15:00	Types of Early Stage Investment & Investment Cycle workshop (4)	<i>TBC</i>
15:00 – 16:00	Put Together your Pitch Presentation workshop (4 minutes) (5)	<i>TBC</i>
16:00 – 17:00	One2one with Investment Expert (6)	<i>All coaches</i>
17:00	<i>End of the day</i>	

Day 2: Tuesday 8 th May 2018		
09:00 – 11:00	One2one with investment expert (6)	<i>All coaches</i>
11:00 – 11:15	<i>Coffee break</i>	
11:15 – 12:15	Presentation skills (body language, public speaking, etc.) (7)	<i>TBC</i>
12:15 – 13:30	<i>Networking lunch + “Finalise your presentation”</i>	
13:30 – 15:00	Pitching competition (11 companies) (8)	<i>All coaches</i>
15:00 – 15:15	<i>Coffee break</i>	
15:15 – 16:35	Pitching competition (10 companies)	<i>All coaches</i>
16:35 – 17:00	Award ceremony & ‘Most Promising Startups (9)	<i>All coaches</i>
17:00	<i>Closing networking event</i>	

Activities description

(1)	Business Modelling	TBC	Monday 7 th May from 09:45 to 10:45
<p>Participants will be coached on business modeling and how this essential aspect of their business can vary over time and how to adapt it. We will also see how to implement practical business model tools to further develop their projects.</p>			
(2)	Go to Market Strategy	TBC	Monday 7 th May from 11:45 to 12:00
<p>The session will cover the different types of go-to-market strategies that startups can use, as well as offering tips on how to deliver a startup's value proposition to customers.</p>			
(3)	Intellectual Property Rights	Raffaele Buompane	Monday 7 th May from 12:00 to 13:00
<p>Participants will be introduced to the basics of intellectual property rights and especially on how they can influence the activity of early stage companies.</p> <p>More in particular, this workshop will help start-ups and new entrepreneurs transform their innovation potential and creativity into market value and competitiveness, allowing these innovative players modify their business plans and strategies while protecting their intangible assets, signaling current and prospective value to investors, competitors and partners, accessing knowledge markets and networks, and preventing rivals from patenting related inventions.</p>			
(4)	Types of Early Stage Investments & the Investment Cycle	Candace Johnson	Monday 7 th May from 14:00 to 15:00
<p>The session will address the various sources of funding for startups that exist: Angel investment, venture capital, loans, European grants, national funding programmes, etc. Entrepreneurs will obtain a clear understanding of when they should seek each type of investment and how the processes differ in each case</p>			
(5)	Put Together your Pitch Presentation (4 minutes)	TBC	Monday 7 th May from 15:00 to 16:00
<p>Entrepreneurs will hear about what information should be included in a pitch presentation and why it is important, as well as how the information should be presented.</p>			

(6)	One2one with Investment Expert	All	Monday 7 th May from 16:00 to 17:00 Tuesday 8 th May from 09:00 to 11:00
<p>Each entrepreneur will have the opportunity to get one2one mentoring from one of the investment experts present at the Innovators Academy and update their presentations according to their feedback and the preceding workshops.</p>			
(7)	Presentation skills (body language, public speaking, etc.)	TBC	Tuesday 8 th May from 11:15 to 12:15
<p>When talking to investors, equally important to pitch content are presentation skills. The workshop will cover the usually less obvious body language issues, how you take ownership of the stage and focus on your audience.</p>			
(8)	Pitching competition	All	Tuesday 8 th May from 13:30 to 16:35
<p>Each company will pitch for 4 minutes, followed by 4 minutes of feedback from the investment experts</p>			
(9)	Award ceremony & 'Most Promising Startups'	All	Tuesday 8 th May from 16:35 to 17:00
<p>The 2 most promising startups will be announced, based on assessment from investor experts. The winning startups will be invited to pitch at the 2018 TNS Power Dinner.</p>			