

HERITAG ENTREPRENEURSHIP COURSE - Valencia October 31 - November 5, 2016

SCHEDULE

Date	Day	Time	Training Topics	Other activities	Classroom	Responsible persons
October 31st	Monday	9:00 - 9:30	Introduction to the UPV, IDEAS UPV, teachers and course		CFP 2.8	Luis Ángel Ruiz
		9:30 - 11:30	Teambuilding + Business ideation		CFP 2.8	M ^a José Gimeno Furió
		11:30 - 12:30	Founder's dream		CFP 2.8	M ^a José Gimeno Furió
		12:30 - 13:30	Deals between companies and customers		CFP 2.8	<i>Israel Griol</i>
		15:30 - 17:30	Business Model Generation	welcome lunch @GAUSS	CFP 2.8	Oscar Morant
November 2nd	Wednesday	9:00 - 10:00	Spinoff creation - CPI UPV		CFP 2.8	María Márquez + Israel Griol
		10:00 - 12:00	Market segmentation and Customer Development		CFP 2.8	<i>Israel Griol</i>
		12:00 - 13:00	Value Proposition		CFP 2.8	<i>Israel Griol</i>
		13:00 - 14:00	CSR		CFP 2.8	José Félix Lozano
		15:30 - 17:30	Internationalization		CFP 2.8	Michael Willoughby
November 3rd	Thursday	9:00 - 11:00	Microcredits		CFP 2.8	Maurizio Mussoni
		11:00 - 12:30	Sales and Marketing. Talking to potential customers		CFP 2.8	Oscar Morant
		12:30 - 14:00	Intro to Financials + Competitive advantage		CFP 2.8	Oscar Morant
		15:30 - 17:30	Introduction to Business Plan		CFP 2.8	Oscar Morant
November 4th	Friday	09:00 - 11:00	Introduction to Elevator Pitch		CFP 2.8	Daniel Martínez
		11:00 - 13:00	Pitch Competition		CFP 2.8	Daniel Martínez
		13:00 - 18:00		Visit to STARTUPV & lunch		Daniel Martínez
November 5th						Sightseeing in Valencia

30 hours

4 days