

**16 April 2019**

***Bootcamp training: Big Idea Challenge***

**Global customers and crowdfunding video pitch competition**

09:30 – 09:45	Introducing the Creative Spark Big Idea Challenge
09:45 – 10:00	Ice-breaker: Business INC 3D mobile game
10:00 – 10:30	Lecture: Problem, the Idea Pitch and Investors
10:30– 11:00	Activity: Setting up a crowdfunding campaign (in partnership with Damu)
11:00 – 11:30	Coffee break
11:30 – 12:00	Lecture: Target Market: Marketing value proposition and customers
12:00 – 12:30	Activity: Customer profiling (in partnership with Atameken)
12:30 – 13:30	Lunch break
13:30 – 14:00	Lecture: Originality and Differentiation: Innovation management for competitive advantage
14:00 – 15:430	Activity: Resources and capabilities audit for your unique selling point
14:30 – 15:00	Coffee break
15:00 – 15:30	Lecture: Revenue Model: Planning finances
15:30 – 17:00	Activity: Preparing and uploading the crowdfunding campaigns and video pitches
17:00 – 17:30	Voting for the best crowdfunding campaign with Campus Coin money and presentation of three winning ideas.
17:30 – 18:30	Celebration and networking cocktail dinner