Program for a One-Day I&E Crash-Course  
Under the EIT Digital Outreach Programme

Location and Services
We need a room possibly with movable tables and chairs to allow students to organize themselves lined up for tutorials and separated one team per table.
The room shall have a projector and one white board with A0/A1 white paper sheets and coloured markers.
Students will receive the C-P-S video and they will look at it one or two days before the tutorial.

**First Day**

14.00 Welcome and introduction to the course

14.20 Flipped class tutorial on C-P-S. This means that the tutor will interact with the class about the need of a precise identification of prospect Customer, his/her unspoken need (the Problem) and the innovative product or service (the Solution) on the base of the concepts shown on the video. About 40 min.

15.00 Coffee break

15.15 Applied creativity to identify C-P-S. Exercise. The tutor supports participants to propose problems looking for a solution and customers who feel such problems. Usually 30% to 50% of participants present their C-P-S in front of the class.

16.30 Idea trading: Tutor interacts with participants to form groups around the most promising ideas.

17.00 Closing of the day. The organizer team will leave the room, while students can continue group forming even after hours. It is advisable to give access to the room until 18.00.

Course tutor will deliver to students a video and students are asked to see the video on business modelling during the night.

**Second day**

10.00 Flipped class tutorial on business modelling. The tutor interact with participants to assess the level of internalization of business modelling principles. In case of some lack in understanding, the tutor bridges the gap during the tutorial.

11.00 Coffee break

11.15 Students re-start working on their own business model. Tutor moves around from team to team to monitor the work in progress and to give directions.

13.00 Lunch break

14.00 Students restart group work with tutor support.

15.00 Students present their business ideas and related business model in front of their colleagues & organizers.

15.45 Conclusions with a short speech on Innovation and Entrepreneurship