



# Third and final workshop

## Entrepreneurship and Innovation

12<sup>th</sup>-13<sup>th</sup> January 2023 - Online from 15.00 to 19.00

### AGENDA

#### Third and final workshop: Entrepreneurship and Innovation Speaker: Marco Masia - enihilo, Germany

##### Introduction

This session will be used to quickly go through the main concepts learnt in the previous workshop, address questions and doubts from participants, and briefly introduce the topics for this workshop.

##### Presentations

Each team will present the outcome of the work made so far throughout the course. A discussion among all participants will follow about the difficulties encountered, potential pivots, and future steps.

##### Strategy

Main concepts about business strategy will be introduced. The teams will analyze their strategic position and propose a business strategy to get a competitive edge.

##### The start-up pitch

Basic concepts of communication to multiple stakeholders are introduced, with particular focus on pitching one's start-up. The teams will gather together all the material covered throughout the course to pitch their start-up.

