








## Impulse Programme 2020 - Timetable

Module A				Individual Assignments	Module B			
Tue 21 April	Wed 22 April	Thu 23 April	Fri 24 April	April - July	Tue 7 July	Wed 8 July	Thu 9 July	Fri 10 July
Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre	Maxwell Centre
	8:45 Update	8:45 Update	8:45 Update			8:45 Update	8:45 Update	8:45 Update
	9:00 - 10:30 Entrepreneurial Vision Hermann Hauser	9:00 - 10:30 Business Models	9:00 - 10:30 Marketing Strategy	<u>One-to-One Discussions</u>  Wed 13 May, 14:00 – 16:15 Wed 3 June, 14:00 – 16:15 Wed 24 June, 14:00 – 16:15		9:00 - 10:30 Building a Team David Cleevely	9:00 - 10:30 Financial Strategy	9:00 - 10:00 Mentor session
	Tea break	Tea break	Tea break			Tea break	Tea break	Tea break
	11:00 - 12:30 Value Propositions	11:00 - 12:30 Leadership Skills	11:00 - 12:30 Clarifying your financial needs	<u>Workshops</u>  Wed 13 May, 16:30 – 18:30 IP Strategy		11:00 - 12:30 Mentor session	11:00 - 12:30 Selling Skills	10:30 - 12:00 Mentor session  <i>De-brief meeting with mentors</i>
	12:30 - 14:00 Lunch with mentors	12:30 - 14:00 Lunch	12:30 - 13:30 Lunch	Wed 3 June, 16:30 – 18:30 Funding Sources		12:30 - 14:00 Lunch with mentors	12:15 - 14:00 Lunch	12:00 - 13:00 Lunch
	14:00 - 15:30 Mentor session	14:00 - 15:30 Mentor session	13:30 - 15:30 Mentor session	Wed 24 June, 16:30 – 18:30 Legal issues in starting a business		14:00 - 15:30 Mentor session	14:00 - 15:30 One-to-one discussion	13:00 - 14:10 Pitch to investors and innovators
15:00 - 16:00 Registration	Tea Break	Tea Break	Tea Break <i>De-brief meeting with mentors</i>	<u>Drop-in Sessions</u>  Wed 27 May, 12:00 - 13:30 Marketing Plan		Tea Break	Tea Break	Tea Break
16:00 - 17:30 Programme and participant introduction Yupar Myint	16:00 - 17:30 Mentor session	16:00 - 17:30 Mentor session	16:00 - 18:00 One-to-one discussion	Wed 10 June, 12:00 - 13:30 Presentation Skills		16:00 - 17:00 Pitch Training	16:00 - 18:00 Mentor session	16:20 - 17:30 Pitch to investors and innovators
17:30 - 18:30 Welcome	17:30 - 19:00 Networking with innovators	Break/ <i>De-brief meeting with mentors</i> 17:45 - 19:15 Marketing Research	18:00 - 18:15 Wrap-up	<u>Mentor Meetings</u> (individually arranged)	16:30 - 19:30 Business meets ideas Event	17:00 - 18:30 Pitch Practice	17:30 - 19:00 Individual Work	17:30 - 18:00 Wrap-up
18:30 - 19:30 Networking			18:15 - 19:30 Drinks & Nibbles					19:00 - 22:00 Celebration dinner/ ceremony

**Agenda**

 Individual Work	 One-to-one discussion	 Workshop
 Mentor session	 Pitch to investors/innovators	
 Networking	 Programme	

Note: Programme details are subject to change