

Impulse Programme 2022 - Module A - ONLINE

Module A - ONLINE						
TUE 26 April	WED 27 April	THU 28 April	FRI 29 April	TUE 3 May	WED 4 May	THU 5 May
	9:00-10:45 Value Propositions	9:00-10:45 Marketing Strategy	9:00-10:45 Business Models	9:00-10:45 Market Research	9:00-10:45 Clarifying your Financial Needs	9:00-10:45 Funding Sources
	Break	Break	Break			
	12:00-13:30 Mentoring	12:00-13:30 Mentoring	12:00-13:30 Mentoring		12:00-13:00 How to Network	
	Break	Break	Break		13:00-14:00 Networking with Innovators	
14:00-15:30 Programme Introduction Yupar Myint	14:00-15:30 Mentoring	14:00-15:30 Mentor session	14:00-15:30 Mentoring			
Break			Break			
16:00-17:00 Welcome Ceremony			16:00-17:30 Wrap-up & Get to Know your Fellow Participants			

Key

	Individual Work		1-to-1 Discussions
	Mentoring		Pitch to Investors/Innovators
	Networking		Programme
			Workshop

Note: Programme details are subject to change due to the unpredictable COVID-19 situation.

Timetable version: 19 Jan 2022

Impulse Programme 2022 - Module B - ONLINE

Module B (May - June) - ONLINE						
WED 18 May	WED 25 May	WED 1 June	WED 8 June	WED 15 June	WED 22 June	WED 29 June
9:00-10:30 Marketing Planning	9:00-10:30 IP Strategy	9:00-10:30 Persuasion Skills	9:00-10:30 Pitch Presentation Guidance	9:00-10:30 Legal Issues in Starting a Business	9:00-10:30 Building Business Partnerships	9:00-10:30 Sustainable Entrepreneurship
Break	Break	Break	Break	Break	Break	Break
12:00-14:15 1to1 Discussions	12:00-13:00 Peer Networking (optional)	12:00-14:15 1to1 Discussions	12:00-13:00 Peer Networking (optional)	12:00-14:15 1to1 Discussions	12:00-13:00 Peer Networking (optional)	12:00-14:15 1to1 Discussions

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Key	 1-to-1 Discussions
 Individual Work	 Pitch to Investors/Innovators
 Mentoring	 Programme
 Networking	 Workshop

Impulse Programme 2022 - Module C - RESIDENTIAL

Module C - RESIDENTIAL			
TUE 12 July	WED 13 July	THU 14 July	FRI 15 July
9:00-10:30 Future of Innovation for Entrepreneurs	9:00-10:30 Pitch Training	9:00-10:30 Team Building	9:00-11:00 Mentoring
Break	Break	Break	
11:00-12:30 Fundraising	11:00-12:30 Preparation for Pitching	11:00-12:30 Leading a Diverse Team	Break
Lunch break	Lunch break	Lunch break	12:00-14:30 Pitch to Investors/ Innovators
14:00-15:30 Mentoring	14:00-17:30 Pitch Practice	14:00-15:30 Mentoring	Break
Break		Break	15:00-16:00 Wrap up Session
16:00-17:30 Mentoring		16:00-17:30 Mentoring	16:00-18:00 Individual Time
17:30-19:00 Networking	17:30-19:00 Preparation for Pitching	17:30-19:00 Preparation for Pitching	18:00-22:00 Celebration Dinner/ Ceremony

“ I enjoy helping people starting new businesses and Impulse provides the right tools for this energizing process. It is like an Ikea kit that gives you contacts, knowledge, and confidence to start your business. My highlight is, seeing people who are new to business thinking, master the ideas and go off after the programme and form successful businesses. ”

Steve Barlow, Impulse mentor

Application deadline: 20 March 2022

Key	
	Individual Work
	Mentoring
	Networking
	1-to-1 Discussions
	Pitch to Investors/Innovators
	Programme
	Workshop

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