





# AGENDA

## Week 1

Time	Mon	Tue	Wed	Thu	Fri	
9:30	KAYAK - Teamwork	Teamwork - Recap and Workshop	Social impact & Humanities	Social Entrepreneur- ship	Sustainability	
10:00		BREAK	BREAK	BREAK	BREAK	
10:30		Design Thinking	Intro and Basic and Mindset START CHALLENGE	Problem Solving - Methodology	Choose your Challenge!	
11:00		BREAK	BREAK	BREAK	BREAK	
11:30		Design Thinking	WORKHOP Creativity - How ideas emerge	Problem solving - Practical Case	Identifying and Evaluating Business Opportunities	
12:00		BREAK	BREAK	BREAK	BREAK	
12:30		Design Thinking	Lunch	Lunch	Lunch	Lunch
13:00		Lunch and relaxing break	Language	Language	Language	
13:30		Team Building	Team building FI Activity	Free Time	Picnic at Retiro Park	Sports Activity
14:00		Bus	Language			
14:30						
15:00						
15:30						
16:00						
16:30						
17:00						
18:00						
19:00						
20:00						
21:00						



 Power Skills Workshops  
 Activities



 Core Courses  
 Meals, graduation

# AGENDA

## Week 2

Time	Mon	Tue	Wed	Thu	Fri
9:30	Strategy	Finance	Tech	Operations	Leadership foundations
10:00					BREAK
10:30	BREAK	BREAK	BREAK	BREAK	BREAK
11:00	Strategy - practical case focused in the challenge	Finance - Practical Case Focused in the challenge	Entrepreneurs hip - Exploration and Customer Discovery	Entrepreneurs hip - Prototyping & Testing	Negotiation skills & methodologies
11:30					BREAK
12:00	BREAK	BREAK	BREAK	BREAK	BREAK
12:30	Entrepreneurs hip - Identifying & evaluating business opportunities	Entrepreneurs hip - Exploration and Customer Discovery	Entrepreneurs hip - Ideation	Entrepreneurs hip - Testing your prototype	Negotiation exercise
13:00					BREAK
13:30	Lunch	Lunch	Lunch	Lunch	Lunch
14:00	Language	Language	Language	Language	Language
15:00	Company visit	Free	Free		Free
16:00					Free
17:00					Cocktail warehouse
18:00					
19:00					
20:00					
21:00					
22:00					
23:00					



 Power Skills Workshops  
 Activities



 Core Courses  
 Break, dinner,...

# AGENDA

Week 3

Time	Mon	Tue	Wed	Thu	Fri	
9:30	Business Model Definition	Marketing	HRM & Employee Motivation	Public Speaking	Final Presentation	
10:00						
10:30	BREAK	BREAK	BREAK	BREAK		
11:00						
11:30	Business Model Canvas and Value Proposition Canvas	Marketing	Entrepreneurs hip - Founding Teams	Pitching		
12:00						
12:30	BREAK	BREAK	BREAK	BREAK		Graduation
13:00						
13:30	Crafting a compelling business model	Go-to Market Strategy for our Challenge	Entrepreneurs hip - Finance and Growth	Recap & Preparation for Project Presentation		Lunch
14:00						
15:00	Lunch	Networking Lunch	Lunch	Lunch	Free time	
16:00	Language		Language	Language		
17:00	Museo del Prado	Language	Madrid tour	Free time		
18:00		Free time				
19:00	Free time		Free time	Free time		Free time
20:00						
21:00	Dinner	Dinner	Dinner	Dinner		Dinner
22:00						
23:00						

 Power Skills Workshops  
 Activities

 Core Courses  
 Break, dinner,...