



FAUL ICCE WORKSHOP ON ENTREPRENEURSHIP & INNOVATION, Edition #2

Business idea generation, evaluation & implementation

Ljubljana, March 6-7, 2018

Program

March 6, 2018

Workshop basics

16.00 – 16.15 Introduction to the workshop (Presentation of topics and purposes, Introduction to entrepreneurship and innovation)

Idea generation & evaluation

16.15 – 18.30 Idea generation – introduction & brainstorming session (Creativity & Interviews preparation & Group work – empathy)

18.45 – 20.00 Idea development - user & problem definition, brainstorming

March 7, 2018

9.30 – 11.15 Idea development – prototypes, Presentation preparation

From idea to practical implementation

11.30 – 12.45 Guidelines to developing business plans and acquiring various funds for ventures

12.45 – 13.30 Guest lectures on Doing Business

Workshop finalization and concluding session

14.15 – 15.30 Student reflections on business plan development (non-guided student elaborations)

15.30 – 16.30 Idea presentations and idea evaluations

March 8 – March 18, 2018

Student homework – business plan preparation