

# European Cross-Border Doctorials Program

One week before the event, a videoconference meeting will be held to: introduce the issues of the event, set up the groups and start thinking about innovative projects.

Period	Day 1 Wednesday 11 October	Day 2 Thursday 12 October	Day 3 Friday 13 October
09:00	<b>Arrival of bus from Montpellier</b> <b>Welcome desk</b>  <b>OPENING DAY</b> Speech of the organizers Reminder of the problem to be solved	<b>Rotating Workshop «Marketing - Market»</b> Reducing risk and uncertainty, Stakeholders analysis, business model environment, Competitors, How big is the market	<b>Working group on innovative project and pitch preparation</b>
10:00		<b>Rotating Workshop «Marketing - Sales»</b> The customer journey, Sales funnel and conversion (b2c and b2b)	
		<b>Rotating Workshop «intellectual properties»</b> European common rules	
11:00	<b>Finalisation of the orientation of the innovative project by group</b>	<b>Working group on innovative project</b>	<b>Review with coaches</b>
12:30	<b>Lunch break</b>		
02:00	<b>Workshop «Value proposition &amp; BM Canvas»</b> - From idea to «business» - What's a «Startup» or «intra-startup» - The business model Canvas - The value proposition map from Market to Productit-fit	<b>Workshop «Pitch deck presentation»</b> - Pitch Deck (the «investor vision») - Core idea/solution, problem identification, customer segments, costs and revenue streams, MVP's, scalability, etc... - Doctorials jury criteria	<b>PITCH SESSION</b>  Presentation of projects 20mn per group (10+10)
03:00	<b>Working group on innovative project</b>	<b>Activity</b> Camargue canal cruise	Jury's deliberation
04:00			Announcement of results
05:00			Debriefing of projects
06:00	<b>Testimonies</b> young entrepreneurial doctor (with an european / international dimension)	<b>Working group on innovative project</b>	<b>Departure of the bus to Montpellier</b>
07:00	<b>Presentation of the groups</b> : members, skills and innovative project orientation		
08:00	<b>Dinner break</b>		
09:00	<b>Working group on innovative project</b>	<b>Working group on innovative project and pitch preparation</b>	
00:00	<b>closing of work rooms</b>		