

DAY	DATE	TOPIC	TIME	KEYNOTE
PRE PROG	JULY 9	MEET & GREET DAY	17:00 – 19:00	Mingling & Games
1	JULY 10	TEAM FORMATION & IDEATION DAY	10:00 – 10:15	Welcome to EIA!
			10:15 – 10:30	Greetings from EIA Partners
			10:30 - 11:30	<b>How to survive EIA &amp; Team Formation</b> (Alar Kolk – President at EIA & Ken Singer – Managing Director at Sutardja Center for Entrepreneurship and Technology at UC Berkeley)
			11:30 – 12:00	Meet Your Chief Mentors & EIA Team
			13:30 – 14:30	<b>Ideation ABC</b> (Pamela Day – Board Member & Founding Advisor at ELM)
			15:00 – 18:00	Team Mentoring Session
			18:00 – 20:00	Independent Teamwork
			2	JULY 11
11:00 – 12:00	<i>Keynote will be specified</i>			
13:30 – 14:30	<b>How Can Google Help with Validating Your Ideas</b> (Rune Bentien – Business Development Manager at Google)			
15:00 – 18:00	Team Mentoring Session			
18:00 – 20:00	Independent Teamwork			
3	JULY 12	CUSTOMER DEVELOPMENT DAY	10:00 – 11:00	<b>Product-Market Fit &amp; Target Market Selection</b>
			11:00 – 12:00	<b>Customer Persona Design</b> (Peter Mullen – Mentor at Alchemist Accelerator)
			13:30 – 14:30	<b>Customer Validation, Feedback Collection &amp; Analysis</b> (Jana Kukk – Lecturer at Tallinn University of Technology)
			15:00 – 18:00	Team Mentoring Session
			18:00 – 20:00	Independent Teamwork
4	JULY 13	CUSTOMER VALIDATION DAY IN MILAN (Transportation organized by EIA)		
5	JULY 14	PROTOTYPING DAY	10:00 – 10:40	<b>Machine Learning &amp; Artificial Intelligence in New Product Development</b> (Danny Lange – VP of AI & ML at Unity Technologies)
			10:40 – 11:20	<b>Google developer tools</b> (Martin Omander - Program Manager at Google)

			11:20 – 12:00	<b>Paper Prototyping</b> (Hazem Abolrous – Technology Consultant at Crosslake Technologies)
			13:30 – 14:30	<b>Digital Prototyping</b>
			15:00 – 18:00	<b>Team Mentoring Session</b>
			18:00 – 20:00	<b>Independent Teamwork</b>
6	JULY 17	REVENUE MODEL DAY	10:00 – 11:30	<b>Revenue Model Design</b> (Nick De Mey – Co-Founder at Board of Innovation)
			11:30 – 12:00	<b>Online Community – Revenue Growth</b> (Anastasia Ashman – Operating Manager of an Angel Fund at Topaz Ventures LLC)
			13:30 – 14:15	<b>Upgrading Your Work Day with Quantified Self &amp; Biohacking</b> (Teemu Arina – CEO & Founder at Meetin.gs)
			14:15 – 14:30	<b>Intro to Product Sprint Week</b> (Janno Stern – Co-Founder and CTO at Devtailor)
			15:00 – 18:00	<b>Team Mentoring Session</b>
			18:00 – 20:00	<b>Independent Teamwork</b>
7	JULY 18	GROWTH DAY/ MARKETING STRATEGY DAY I	10:00 – 11:00	<b>Business Model Design &amp; Growth</b> (Mike Lawless – Professor at University of San Diego)
			11:00 – 12:00	<b>Intro to Marketing Topics – Campaign Design from A to Z: Goals, KPIs &amp; Tracking</b> (Yannick Khayati – Managing Partner & Growth Expert at Trigger)
			13:30 – 14:30	<b>User Acquisition: Zero-Budget Ways to Acquire New Customers</b>
			15:00 – 18:00	<b>Team Mentoring Session</b>
			18:00 – 20:00	<b>Independent Teamwork</b>
8	JULY 19	MARKETING STRATEGY DAY II	10:00 – 11:00	<b>Landing Page &amp; Collecting Leads</b>
			11:00 – 12:00	<b>E-mail &amp; Social Media Marketing</b>
			13:30 – 14:30	<b>Google AdWords, Analytics &amp; Other Tools</b>
			15:00 – 18:00	<b>Team Mentoring Session</b>
			18:00 – 20:00	<b>Independent Teamwork</b>
9	JULY 20	MARKETING CAMPAIGN DAY	10:00 – 11:00	<b>Social Network for Customer Engagement</b> (Ross Kingsland – Managing Partner at Social Media Thunder)
			11:00 – 12:00	<b>How to Increase Market Traction Through Localization?</b> (Shira Abel - CEO and Lead Strategist at Hunter & Bard)

			13:30 – 14:30	<b>Using Media &amp; PR for Customer Engagement</b> (Ross Kingsland – Managing Partner at Social Media Thunder)
			15:00 – 18:00	<b>Team Mentoring Session</b>
			18:00 – 20:00	<b>Independent Teamwork</b>
<b>10</b>	<b>JULY 21</b>	<b>LAUNCH DAY IN ROME (Transportation &amp; accommodation organized by EIA)</b>		
			10:00 – 11:00	<i>Keynote will be specified</i>
		<b>MARKETING TRACTION DAY</b>	11:00 – 12:00	<b>Top 10 Things About IP That Startups Should Know</b> (On Lu – Partner at Nixon Peabody LLP)
			13:30 – 14:30	<b>Marketing Campaign Troubleshooting: Increasing Traction</b>
			15:00 – 20:00	<b>Independent Teamwork</b>
			10:00 – 11:00	<b>Startup Financial KPIs</b> (Bill Reichert - Director at Garage Technology Ventures)
		<b>FINANCIALS &amp; IP DAY</b>	11:00 – 12:00	<b>Top 10 Legal Questions Startups Have</b>
			13:30 – 14:00	<b>Pitch Like a Boss</b>
			15:00 – 20:00	<b>Independent Teamwork</b>
			10:00 – 11:00	<b>Startup Fundraising - What Do Investors Look for and Why</b> (Maher Hakim - Managing Director at Qatar Science & Technology Park)
		<b>FUNDING &amp; PITCH PREPARATION DAY</b>	11:00 – 12:00	<b>Creating the Funding Strategy, Company Valuation &amp; Exit Strategy</b>
			13:30 – 14:30	<b>Life Is A Pitch</b> (Bianca Praetorius – Pitch Trainer at Enpact)
			15:00 – 20:00	<b>Independent Teamwork</b>
			10:00 – 11:00	<b>Keeping Projects on Track</b>
		<b>STARTUP DEVELOPMENT DAY</b>	11:00 – 12:00	<b>Strategy for the Future - the 100 Day Plan</b>
			13:30 – 14:30	<b>Meeting the investors - what they are looking for?</b> Fireside Chat with Investors
			15:00 – 20:00	<b>Independent Teamwork</b>
			10:00 -14:30	Pitching Carousel
<b>15</b>	<b>JULY 28</b>	<b>PITCHING DAY</b>	14:30 – 16:00	TOP 10 Pitches