

# STARTUP MY BUSINESS WEEKEND

## 2-4 March 2018 at Think Lounge

### DAY 1: GET SCARED BUT EXCITED ABOUT STARTING MY BUSINESS

- 11.45 Registration & sandwiches
- 12.15 Introduction to the event SUR
- 12.45 Introduction to EIT
- 13.15 Break
- 13.30 How to start a business in Finland?
- 14.30 Inspirational stories & introducing mentors
- 15.15 Break
- 15.30 My business idea development workshops
  - Step 1: Me as an entrepreneur
  - Step 2: What skills do I have and what knowledge do I need?
  - Step 3: Defining my business idea
  - Step 4: Competitors
- 17.30 Presenting your business idea
- 18.30 Closing the day

### Day 2: MY CUSTOMERS AND PROFITABLE BUSINESS

- 10.30 Registration and coffee
- 11.00 What support is available for entrepreneurs
- 11.15 Basics of Budgeting
- 12.15 Lunch
- 13.00 How to know who your customers are and what your customers want?
- 13.30 My business idea development workshops
  - Step 5: Who is my customer
  - Step 6: Customer profile
- 15.00 Coffee break
- 15.15 EIT presentation
- 16.15 The money part: how much does my product/service cost?
  - Step 7: What does this mean in my business?
  - Step 8: Your first step to marketing
- 18.00 Pitching all the business ideas creatively on a huge canvas to everyone shortly
- 18.45 Mingling and food
- 19.30 Closing the day

### Day 3: DEVELOPING MY BUSINESS

- 12.00 Registration
- 12.30 Why developing and fine tuning your business is important?
  - Step 9: Business planning
- 14.00 Step 10: My next steps
- 14.45 Break
- 15.00 Inspiration speech
- 15.30 Pitching my idea
- 16.30 Final task
- 17.30 Closing the day



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