

From Science and Technology to Real-World Ventures

Day 1

- Welcome and program overview
- Focal areas: Health Tech, Energy Transition, Blue Economy
- Barcelona tech and innovation company visits
- Group cocktail

Day 2

- Tech Transfer: Types and differences
- Defining Impact
- Health area company visits
- Experience the *Modernism* movement in Barcelona

Day 3

- Parallel sectorial impact lectures
- Identifying real-world problems
- AI tools for entrepreneurs
- Cultural walk and tapas in Barcelona

Day 4

- PETALS: problem definition workshop
- Designing solution hypothesis and testing Willingness to Change
- Energy and Blue economy area company visits
- Student-led International Student night

Day 5

- Business Model Canvas workshop
- Discovery: Customer interviews workshop
- Field work: validate assumptions

Day 6

- Market – Competitors workshop
- Finance basics
- Field work
- Flexible time for validation and networking

Day 7

- Intellectual property
- Story telling workshop
- What do investors look for?
- Interactive session with investors

Day 8

- Pitch preparation

Day 9

- Pitch practice with mentors

Day 10

- Final pitch event and feedback
- Lunch and farewell