

# STARTUP EXECUTIVE ACADEMY

August 25 – August 30, 2017, Castle of Urstein, Salzburg, Austria

FRI, AUG 25	SAT, AUG 26	SUN, AUG 27	MON, AUG 28	TUE, AUG 29	WED, AUG 30
<i>Check-in and lunch buffet</i> <i>From 12:00</i>	<i>Daily Briefing</i> 8:30 - 8:40 am	<i>Daily Briefing</i> 8:30 - 8:40 am	<i>Daily Briefing</i> 8:30 - 8:40 am	<i>Daily briefing and group photo</i> 8:30 - 9:00 am	<i>Daily Briefing</i> 8:30 - 8:45 am
	<b>Business Model Canvas Group Pitch</b> 8:40 - 10:00 am	<b>Creation of a professional investment proposal - what are the key...</b> 8:40 - 9:40 am	<b>Pricing I: Understanding Value</b> 8:40 - 10:00 am	<b>How to attract the right investor, strategic approach to capital.</b> 9:00 - 10:00 am	<b>Final Session – Executive Challenge</b> <b>Presentation will be discussed</b> 8:45 - 11:45 am
<i>Welcome to the Program</i> 3:00 - 3:15 pm					
<b>Innovation Gym</b> 3:15 - 4:15 pm	<i>Break</i> 10:00 - 10:20 am	<i>Independent work + brainstorming...</i> 9:40 - 10:40 am	<i>Break</i> 10:00 - 10:20 am	<b>How to manage suppliers</b> 10:00 - 10:45 am	
	<b>Customer Value Proposition 1</b> 10:20 - 11:40 am	<i>Break</i> 10:40 - 11:00 am	<b>Pricing II: Capturing Value</b> 10:20 - 11:40 am	<b>How to negotiate the best deals</b> 10:40 - 11:25 am	
<i>Break</i> 4:15 - 4:30 pm		<b>Decision Making: A Brain-Based Perspective</b> 11:00 am - 12:20 pm	<i>Case study in teams</i> 11:40 am - 12:40 pm		<i>Final Plenary Meeting &amp; Lunch</i> 12:00 - 1:30 pm
<b>Business Strategy &amp; Model I</b> 4:30 - 5:50 pm	<i>Lunch</i> 11:40 am - 1:00 pm		<i>Lunch</i> 12:40 - 1:40 pm	<i>Workshop in teams creation of ...</i> 11:25 am - 12:25 pm	
	<b>Customer Value Proposition II</b> 1:00 - 2:20 pm	<i>Lunch</i> 12:20 - 1:20 pm	<b>Go-to-Market Strategy</b> 2:00 - 3:20 pm		
<i>Break</i> 5:50 - 6:10 pm		<b>Pre-mortem</b> 1:20 - 2:20 pm		<i>Lunch</i> 12:25 - 1:25 pm	
<b>Business Strategy &amp; Model II</b> 6:10 - 7:30 pm	<i>Break</i> 2:20 - 2:40 pm	<b>How to involve external expert systems to become more successful?...</b> 2:20 - 3:05 pm	<i>Go to market workshop</i> 3:20 - 4:40 pm	<b>How to be successful in business with different cultures</b> 1:25 - 2:10 pm	
<i>Welcome Reception with Salzburg</i> 8:00 - 9:00 pm	<b>Facilitated Break Out</b> 2:40 - 4:00 pm		<i>Break</i> 4:40 - 5:00 pm		
<i>Group Work</i> 9:00 - 9:45 pm	<i>Break</i> 4:00 - 4:20 pm	<i>Break</i> 3:05 - 3:25 pm	<i>Go-to-market workshop: More time...</i>	<b>How to expand into global markets</b> 2:10 - 4:30 pm	
	<b>What VCs look for: Compelling Business Plan/ Winning Strategy</b> 4:20 - 5:20 pm	<b>How to manage partners</b> 3:25 - 4:10 pm	<i>Startup BBQ r</i> 6:30 - 8:00 pm		
	<b>How to create successful boards/managing the board</b> 5:20 - 6:10 pm	<i>Free time</i> 4:10 - 6:00 pm	<b>Workshops – Presentations of GTM Plans</b> 8:00 - 9:30 pm	<i>Free time</i> 4:30 - 6:30 pm	
	<i>Dinner</i> 6:30 - 7:30 pm	<i>Bus transfer</i> 6:00 - 6:30 pm		<i>Dinner</i> 6:30 - 7:30 pm	
		<i>Dinner- off campus</i> 6:30 - 8:00 pm		<b>Keynote speaker- Artificial Intelligence</b> 7:30 - 8:30 pm	
		<b>Sonophilia – Creativity and Innovation – on the piano....</b> 8:00 - 9:00 pm			

Sample Schedule – Information subject to change

