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Entrepreneurship Workshop for Scientists and Engineers | (smr 3190)

Tuesday 20 March 2018

- Adriatico Guest House - Giambiagi Lecture Hall (08:30-22:30)

time	title	presenter
08:30	Project selection: down-selecting high-impact projects	RICHARD BROOKS, SURYA RAGHU, DAWOOD PARKER
10:00	Coffee break	
10:30	Project team introductions	YUMIKO HAMANO, ROBERT BRICE
11:00	Business model development and design thinking	SURYA RAGHU
12:00	Lunch break - Group Photo	
13:00	An introduction to business financials: financial terminology	RICHARD BROOKS
14:15	Intellectual property: tools for protecting IP, copyrights, trademarks and patents	YUMIKO HAMANO
15:30	Coffee break	
16:00	Understanding the values, benefits and features of your product	ROBERT BRICE
17:00	Market survey and evaluating customer feedback for your products	SURYA RAGHU, DAWOOD PARKER
18:00	Dinner break	
20:30	Personal initiative for entrepreneurs: setting goals, dealing with feedback and setbacks.	SURYA RAGHU
21:30	Group project work	