

Pitching of entrepreneurial Ideas / Soft skills needed for employment

- 09:00 - 09:30** Welcoming session
- 09:30 - 11:00** THE ART OF CRAFTING ENTREPRENEURS: INTENTIONS, COMPETENCES AND GENDER IN ENTREPRENEURSHIP
- Who are the entrepreneurs - Intentions of entrepreneurs; Abilities and competences of entrepreneurs; Local and national entrepreneurs; Phases in entrepreneur's development; Women and entrepreneurship.
- 11:00 – 11:30** Coffee break

Trainer	Prof. Tamara Jovanov Apasieva
Time	Pitching of entrepreneurial Ideas
11:30 –12:30	What is pitching? Pitching quiz. Types of pitch. Key elements for successful pitching of ideas The MVP (minimal viable pitch) – examples EXERCISE: CREATE A LOGO AND MOCKUP
12:30 – 13:00	Exercise: Hero – Problem - Solution
13:00 – 14:00	
14:00 – 15:30	Target market; Buyer persona; Competitor Analysis; EXERCISE: Buyer persona or Competitor analysis by choice Business Model Timeline
15:30 – 16:00	GO-TO-MARKET STRATEGY EXERCISE: CREATE GO TO MARKET STRATEGY FOR A CHOSEN PRODUCT OR COMPANY
16:00 – 16:30	Conclusion and evaluation