Join us for an engaging entrepreneurship workshop 9-18 November, discover the exciting world of entrepreneurship, and gain 2 ECTS credits

Vilnius University

CLICK HERE TO REGISTER

Throughout the workshop, you will learn about:

- Problem and market analysis;
- Techniques of creating a solution;
- Building a business model;
- Crafting a value proposition;
- Protecting your intellectual property;
- Funding and financial planning;
- Crafting a compelling pitch;
- Acquire business-building tools and skills.

Full programme:

Day	Time, EET	Topic
Day 1 (9 November)	13:00 – 17:00	Welcome to the Entrepreneurial Journey
		From Invention to Impact. Different Ways in Which Inventions Could Reach Their Applicability: Theory and Case Study
		Spotting Problems, Discovering Opportunities & Exploring Solutions
	Flexible*	Independent Group Work 1: Generating a Business Idea
Day 2 (10 November)	13:00 – 17:00	Presentations of Business Ideas & Feedback
		Knowing Your Market: Customers, Competitors & Trends
		Startup Thinking: Building & Optimizing the Solution
	Flexible*	Independent Group Work 2: Exploring & Analysing the Market
Day 3 (11 November)	13:00 – 17:00	Review and Feedback: Exploring & Analysing the Market
		Making Your Idea Stand Out: Marketing Essentials
		Creating Value: Defining Your Value Proposition
		How will it work? Designing Your Business Model
	Flexible*	Independent Group Work 3: Building Your Business Model
Day 4 (16 November)	13:00 – 17:00	Review and Feedback: Building Your Business Model
		How to Protect Your Ideas: Intellectual Property Essentials
		From Idea to Investment: Funding and Financial Planning
	Flexible*	Independent Group Work 4: Calculating Your Setup Costs
Day 5 (17 November)	13:00 – 17:00	Review and Feedback: Calculating Your Setup Costs
		Pricing, Selling & Winning Your First Customers
		Building a Team That Brings the Idea to Life
		Tell Your Story: Crafting a Compelling Pitch
	Flexible*	Independent Group Work 5: Developing & Preparing a Pitch
Day 6 (18 November)	13:00 – 16:00	Final Pitches: Bring Your Idea to Life
		Feedback, Reflections & Closing the Entrepreneurial Journey

* Flexible, meaning you can meet with your teammates and work at any time convenient for you.

Delivery mode: Online via MS Teams.
Study areas: PhD students from all study programmes are welcome.
Language: English.
If you require any further information, please get in touch with us by email juliana.schotte@cr.vu.lt

Co-funded by the European Union

The entrepreneurship workshop for PhD students is supported by the project: "Strengthening the Competences of Innovation and Technology Transfer Centers." Nr. 10-031-P-0001.