



## PROGRAM OF EXCELLENCE

### Make-Your-Product-Week

# Final Program

## Monday: Refine Your Idea

Based on input from product experts the teams are to refine their product idea, and shall explore their possibilities on the market

8:00: Stand-up Meeting

8:15: Preparation of rooms (E07 and E09) and setup

9:00 – 11:00: Individual discussion of product ideas with the external coach.

From 11:00: Refinement of product ideas

External Coach: Bernhard Lehner (factory300)

## Tuesday: Refine Your Concept

Based on input from experts the teams are to refine their product concepts. They shall develop a clear idea how their first prototypes shall look like.

8:00: Stand-up Meeting

8:15: Continue work on refinement

9:00 – 11:00: Individual discussion of product ideas with external coaches

From 11:00: Refinement of product ideas and prototype concepts and start work on the prototypes

External Coaches: Nina Gruber (tech2b), Jörg Schlipfing (tech2b), Bernhard Lehner (factory300)

## Wednesday: Make Your Product

Based on the work and analysis of the last days the teams are to implement a first prototype of their product. Furthermore the teams, their ideas and prototypes will get challenged by successful product developers and entrepreneurs.

8:00: Stand-up Meeting

8:15: Continue work on prototype

19:00 – 21:00: Discussion of the prototypes with experienced product developers and entrepreneurs.

Entrepreneurs: Herbert Exner (EXNER advice), Benjamin Völk (Dancecloud IT GmbH)

## Thursday: Make Your Product

Based on the work and analysis of the last days the teams are to implement a first prototype of their product. Furthermore the teams, their ideas and prototypes will get challenged by successful product developers and entrepreneurs.

8:00: Stand-up Meeting

8:15: Continue work on prototype

19:00 – 21:00: Discussion of the prototypes with experienced product developers and entrepreneurs.

Entrepreneur: Helmut Fallmann (Fabasoft), Rene Giretzlehner (Runtastic)

## Friday: Pitch Your Product (factory300)

The teams are to prepare a pitch for their product and prototype under the supervision of an external coach. Each team pitches its product idea and prototype in front of an external jury. The whole event will take place at factory300.

8:00: Standup Meeting

8:15 – 11:30: Preparation of pitches

12:00 – 14:00: Pitching in front of the jury.

External coach: Bernhard Lehner (factory300)

Jury: Patrick Haebig (Catalysts), Johannes Pracher (Kepler Society), Anita Raffetseder (akostart OÖ), Gerold Weiß (akostart OÖ)