

DDI Bootcamp 2024

Monday 20 May 2024

- 08:30 - 11:00 — Transport from AU to OZO North Pattaya
- **11:00 - 12:00 — Bootcamp Orientation & Ice-breaking**
- 12:00 - 13:30 — Lunch Break
- **13:30 - 16:30 — ACT I. Customer Experience Workshop**
Design an innovative customer experience for your solution through this hands-on design thinking workshop that puts your customers at the center of your design. Make sure that you come with clear target customers (i.e. Who are the people buying your product? Early adopters?) for this workshop.
- 16:30 - 17:00 — Check-in
- 17:00 - 18:30 — Dinner
- **18:30 - 21:30 — ACT II. Business Modeling Workshop**
Design an innovative business model for your solution in order to answer the important question of business viability (i.e. How to make money? Is the ROI worth it? How will you market?). Explore various models with potential mentors for your sandbox business.

Tuesday 21 May 2024

- 07:00 - 09:00 — Breakfast
- **09:00 - 12:00 — ACT III. Competitive Analysis Workshop**
Discover the competitiveness of your innovative business (i.e. What makes you different?) and how to properly analyze your business's competitive landscape. Learn also how to deter your competitors from entering the market through innovations.
- 12:00 - 13:30 — Lunch Break
- **13:30 - 16:30 — ACT IV. Pitch Readiness Workshop**
Learn to make a proper pitch and getting ready for your pitch later in the evening. Spend time preparing your pitch decks and rehearse the pitch with mentors in this last workshop!
- 16:30 - 17:00 — Pitch Deck Submission
- 17:00 - 18:30 — Dinner
- 18:30 - 21:30 — Bootcamp Pitch

Wednesday 22 May 2024

- 07:00 - 10:30 — Breakfast & Free Time
- 10:30 - 11:30 — Transport to restaurant in Pattaya
- 11:30 - 13:00 — Lunch in Pattaya
- 13:00 - 15:00 — Transport to AU