

Timing

Sunday 22-July

7:30-13:00	Gathering, Travel, Set-up
13:00-14:00	Lunch
14:00-15:00	Set-up
15:00-16:00	Free Time and Prep for Intro
16:00-19:30	Intro for the booster / intro for the starter 1 min. pitch
19:30-20:30	Dinner
20:30-22:00	Opening Ceremony
22:00-24:00	Team Building Activities
00:00-01:00	Free Time

Timing

Monday 23-July

7:30-10:00	Wake-up, Meet-up, Breakfast
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10:00-11:30	The Booster 1 Topics: 1. Customers and their Pain 2. Value Proposition	The Starter 1 Customers and their Pain
11:30-13:00		Dialogue Sessions & Pitch Practice
13:00-14:00	Lunch	
14:00-15:30	The Booster Mentor Time	Dialogue Sessions & Pitch Practice
15:30-16:00	Deep Workshop1 HR Management	
16:00-17:30	Deep Workshop2	The Starter 2 Value Proposition
17:30-18:00	Free Time	
18:00-19:00	Keynote Speaker	
19:00-19:30	Free Time	
19:30-20:30	Dinner	
20:30-22:00	Campfire Talk x 6	
22:00-24:00	Meet-up and Beach Party	
00:00-01:00	Free Time	
Timing	Tuesday 24-July	

7:30-10:00	Wake-up, Meet-up and Breakfast	
10:00-11:30	The Booster 2 Topics: 1. Business Models	The Starter 3 Business Models
11:30-13:00		Dialogue Sessions & Pitch Practice
13:00-14:00	Lunch	
14:00-15:30	The Booster Mentor Time	Dialogue Sessions & Pitch Practice
15:30-16:00	Deep Workshop 3 KPIs; Digital marketing	
16:00-17:30	Deep Workshop 4 Proposal Writing	The Starter 4 Business Models
17:30-18:00	Free Time	
18:00-19:00	Keynote Speaker	
19:00-19:30	Free Time	
19:30-20:30	Dinner	
20:30-22:00	Campfire Talk x 6	
22:00-24:00	Meet-up and Beach Party	
00:00-01:00	Free Time	

Timing	Wednesday 25-July	
7:30-10:00	Wake-up, Meet-up and Breakfast	
10:00-11:30	The Booster 3 Topics: <ol style="list-style-type: none"> 1. Channels 2. Demand Creation 3. Key Activities / Supply Chain 	The Starter 5 <ol style="list-style-type: none"> 1. Channels 2. Demand Creation
11:30-13:00		Dialogue Sessions & Pitch Practice
13:00-14:00	Lunch	
14:00-15:30	The Booster Mentor Time	Dialogue Sessions & Pitch Practice
15:30-16:00	Deep Workshop 5 UI/UX	
16:00-17:30	Deep Workshop 6 Financial management	The Starter 6 Key Activities / Supply Chain
17:30-18:00	Free Time	
18:00-19:00	Keynote Speaker	
19:00-19:30	Free Time	
19:30-20:30	Dinner	
20:30-22:00	Campfire Talk x 6	
22:00-24:00	Meet-up and Beach Party	
00:00-01:00	Free Time	

Timing	Thursday 26-July	
7:30-10:00	Wake-up, Meet-up and Breakfast	
10:00-11:30	The Booster 4 Topics: <ol style="list-style-type: none"> 1. Partners & Funding Required 2. Funding 3. Team Management 	The Starter 7 <ol style="list-style-type: none"> 1. Partners & Funding Required 2. Funding
11:30-13:00	Dialogue Sessions & Pitch Practice	
13:00-14:00	Lunch	
14:00-17:30	The Booster Final Pitch Practice	Dialogue Sessions Final Pitch Practice
17:30-18:00	Free Time	
18:00-19:00	Keynote Speaker	
19:00-19:30	Free Time	
19:30-20:30	Dinner	
20:30-22:00	Campfire Talk x 6	
22:00-24:00	Meet-up and Beach Party	
00:00-01:00	Free Time	

Timing	Friday 27-July	
7:30-10:00	Wake-up, Meet-up and Breakfast	
10:00-13:00	The Booster Final Pitch Prep	Track Battles 1, 2, 3
13:00-14:00	Lunch	
14:00-17:00	The Booster Demo Day	Track Battles 4, 5, 6
17:00-19:30		Track Battles 7, 8, 9
19:30-20:30	Dinner	
20:30-22:00	Campfire Talk x 6	
22:00-24:00	Meet-up and Beach Party	
00:00-01:00	Free Time	

Timing	Saturday 28-July	
7:30-9:00	Wake-up, Meet up, Breakfast	
9:00-13:00	The Starter Big Battle Semi-Finals	
13:00-1400	Lunch	
14:00-1600	The booster final battle	

16:00-16:30	Free
16:30-18:00	The starter big battle finals
18:00-19:00	Dinner
19:00-22:00	Closing and awards ceremony
00:00-01:00	Grand Beach Party