

Time	Module	Unit title	Unit code	Description	Challenge activity
10min/10min	-	Introduction	GRM-ID-00	Welcome, goals and objectives, learning outcomes. Slido, participants introduce themselves, model of learning.	
10min/20min	Insight Development	Design thinking research principles	GRM-ID-01	<b>Overview of design thinking:</b> what is design thinking in a research context? Importance of user-centered research in B2B startup. Aligning research methods with business goals in B2B startup environments.	Poll
10min/30min		B2B startup user-centered research	GRM-ID-02	<b>Research methods in a B2B context:</b> differences between B2B and B2C research, why research is crucial for B2B startups, especially post-angel investment, case studies of successful B2B startup companies using design thinking research methods.	Poll
10min/40min	Experience and Imagination	Empathy and customer discovery	GRM-EI-01	<b>Understanding the customer:</b> identifying key stakeholders in B2B (decision-makers, influencers, users), building empathy maps, conducting effective customer interviews.	Poll
10min/50min		Design thinking toolbox	GRM-EI-02	<b>Tools and techniques:</b> personas development, journey mapping in a B2B context, primary and secondary research.	Poll
10min/1hr	Prototyping and Modelling	Research questions	GRM-PM-01	<b>Asking the right questions:</b> success ultimately hinges on posing the appropriate questions to the relevant individuals, removing bias and ethical considerations.	Poll
10min/1hr10 min		Research insights	GRM-PM-02	<b>Synthesizing research:</b> turning raw data into actionable insights, how to frame a problem statement that resonates with B2B stakeholders.	Poll
10min/1hr 20 min	Value Creation	Research analysis	GRM-VC-01	<b>Lean validation techniques:</b> conducting surveys, A/B testing, and pilot programs, the role of qualitative and quantitative data in B2B validation.	Poll
10min/1hr 30min		Putting it all together	GRM-VC-02	<b>Go/no go.</b> Responding to research insights, alignment with customer demand, feasibility, desirability and viability, iterate or pivot?	Poll
15min/1hr 45 min	Break				
40min/2hr 25min	Leadership and Negotiation	Workshop part 1	GRM-LN-01	Split the groups, facilitation.	
40min/2hr 55min	Leadership and Negotiation	Workshop part 2	GRM-LN-02	Facilitation, presentations.	
5min/3hr	Reflection	Reflection	GRM-LN-03	Iteration and continuous learning, The importance of feedback loops, Adapting to investor expectations, Closing.	Exit NPS