

PROGRAM



DAY 1 First Steps Monday, 13 April 2015	9:30-10:00	Intro & Tutorial	Łukasz Ozimek head of Smart Space
	10:00-14:30	Lean Startup Workshop	Michał Olszewski Agora
	14:30-15:00	Lunch	
	15:00-18:00	Customer Development Workshop	Marek Kapturkiewicz Innovation Nest
	18:00-21:00	Pizza Party & Networking	

DAY 2 Research & Design Tuesday, 14 April 2015	9:30-10:00	Breakfast & Networking	
	10:00-14:00	UX Workshop: Mockups	Krystian Mrozek & Agnieszka Mozol Allegro
	14:00-15:00	Lunch	
	15:00-18:00	UX Workshop: Optimization	Krystian Mrozek & Agnieszka Mozol Allegro

DAY 3 Growth Wednesday, 15 April 2015	9:30-10:00	Breakfast + Networking	
	10:00-14:00	Branding & Marketing Workshop	Chris Kobylecki Innovation Nest
	14:00-15:00	Lunch	
	15:00-18:00	Traction & Sales Workshop	Bartosz Mozyrko Usability Tools
	18:00-21:00	The Game	

DAY 4 Making Money Thursday, 16 April 2015	9:30-10:00	Breakfast & Networking	
	10:00-14:00	Finances	Greg Banaś Hubraum Kraków
	14:00-15:00	Lunch	
	15:00-18:00	Pitching Workshop	Piotr Bucki bucki.pro

DAY 5 Final Demo Friday, 17 April 2015	11:00-11:15	Summary	
	11:15-12:15	Final pitch [6min pitch + 4 min Q&A]	
	12:15-13:00	Lunch	
	13:00-14:30	Mentoring Session	
	14:30-15:15	Jury Session	
	15:15-15:30	Finale & Results	