

DE-TECH Entrepreneurship Training and Mentoring Programme

Week-1		
IDEA & TECHNOLOGY VALORIZATION: CRITICAL ELEMENTS		
Date	Topic	Trainers
1 October 90' – 15:00 CET	Hypothetical value proposition	Catherine Delevoye (Technoport)
1 October 60' – 17:00 CET	Target stakeholders	
2 October 45' – 16:30 CET	Team	Nihan Yildirim (ITU)
3 October 60' – 16:00 CET	TTO Staff Experiences on Critical Success Factors and Risks	Deniz Agdas (ITU)
3 October 45' – 15:00 CET	TRL roadmap	Javier Rodriguez Cuadrado (UPM)

Week-2		
HYPOTHETICAL CUSTOMER JOURNEY & DECOMPOSITION		
Date	Topic	Trainers
6 October 60' - 15:00 CET	Hypothetical customer journey & decomposition	Jim Seltenrijch (EBS)
6 October 60' - 16:00 CET	Qualitative analyses of stakeholder needs	
6 October 60' - 17:00 CET	Prioritization of need statements	

Week-3		
PRODUCT-MARKET FIT & QDF ANALYSIS		
Date	Topic	Trainers
15 October 60' - 15:00 CET	QFD analysis & product-market fit	Mehmet Erçek (ITU)
15 October 60' - 16:00 CET	Building products/platforms for scalability & sustainability	
17 October 60' - 15:00 CET	Potential commercial opportunity	Henning Lucas (LUH) (tbc)

Week-4 MARKET VALIDATION & TESTING		
Date	Topic	Trainers
TBC	Designing commercialization strategy & roadmap	(tbc)
21 October 45' – 13:00 CET (tbc)	Channel/revenue modeling & pricing	Arístides Senra (UPM)
21 October 45' – 15:00 CET	Field tests and Business Testing	Henning Lucas (LUH)
23 October 45' – 15:00 CET	Business models for scalability	Catherine Delevoye (Technoport)

Week-5 FINANCIAL MODELING & FUNDING		
Date	Topic	Trainers
30 October 60' – 15:00 CET	Designing the financial model & scenarios	Mehmet Erçek (ITU)
30 October 60' – 16:00 CET	Funding needs & opportunities	
(tbc)	Deal flow & valuation	(tbc)

Week-6 COMPANY SCALING & GOVERNANCE		
Date	Topic	Trainers
3 November 45' - 15:00 CET	Governance & equity partnership dynamics	Laura Millán Mayoral
3 November 45' - 16:00 CET	Basic company structures	
3 November 45' - 17:00 CET	Managing employee & resource compositions for scalability	

Week-7

INTELLECTUAL PROPERTY RIGHTS & STRATEGY

Date	Topic	Trainers
14 November 60' – 15:00	IPR terms, definitions & regulations	Helena Valas (EBS)
14 November 60' – 16:00	IPR strategies that complement different business models	Catherine Delevoye (Technoport)

Week-8

PITCHING AND ENTREPRENEURIAL COMMUNICATION TRAINING

Date	Topic	Trainers
19 November 60' – 15:00	Pitching and Presentation Techniques (session 1)	Oscar Santos Sopena (UPM)
20 November 60' – 15:00	Pitching and Presentation Techniques (session 2)	

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