**Draft StEP Programme & Training July 2019 (Version: 9.5.2019)**

We’ll run training most mornings from 10am to 12 noon, and will invite various mentors from local spinouts and start-ups along to join us during the lunchtimes we’re at OUI. All day on Wednesdays and in the afternoons, you will be free to work on your chosen projects. OUI staff will be on hand throughout StEP to offer expert advice, and we also plan to have an “A-team” of MBAs available to help all our teams.

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| **Day** | **Title** | **What will I learn** | **Morning Location** | **Afternoon Location** | |
| **Monday 1 July 2019** | Lean Canvas training 101 | To build a draft Lean Canvas that will lead to a bunch of questions  Things to consider:  What don’t I know?  Where might I get it?  Refine the problem statement | OUI Incubator | OUI Incubator co-working space | |
| **Tuesday 2 July 2019** | Customer Validation Process I | How to find people  Understand value chains  How to cover all the bases  Initial networking – build a list | OUI Incubator | OUI Incubator co-working space  ***5pm Barbeque and drinks at Tap Social (close to OUI)*** | |
| **Wednesday 3 July 2019** | Project day |  | OUI Incubator | | |
| **Thursday 4 July 2019** | Customer Validation Process II | What’s enough?  First hypothesis  How to hypothesis build  Correct ways to get info from a focussed conversation | OUI Incubator | OUI Incubator co-working space | |
| **Friday 5 July 2019** | Desk Research | All kinds of market size  Where to find figures  Intelligent guess work | OUI Incubator | OUI Incubator co-working space | |
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| **Monday 8 July 2019** | Initial 5 minute pitch | Feedback on your business plan | The Foundry (upstairs room) | The Foundry co-working space | |
| **Tuesday 9 July 2019** | Customer Segments | Demographics  Groups  Real users  Targets | The Foundry (upstairs room) | The Foundry co-working space | |
| **Wednesday 10 July 2019** | Project Day |  | The Foundry co-working space | | |
| **Thursday 11 July 2019** | Where to play (WTP Canvas I) | Picking the right starting point | The Foundry (upstairs room) | The Foundry co-working space | |
| **Friday 12 July 2019** | Where’s the money? | Cost/revenue (top level)  How to extrapolate (data gathering)  Value per market segment  Harsh reality | The Foundry (upstairs room) | The Foundry co-working space | |
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| **Monday 15 July 2019** | Nothing new… | The chance to get help on any aspects. | The Foundry (upstairs room) | The Foundry co-working space | |
| **Tuesday 16 July 2019** | Pitching 101 | Elevator pitch  Outline slide deck (full of questions) | The Foundry (upstairs room) | The Foundry co-working space | |
| **Wednesday 17 July 2019** | Project day |  | The Foundry co-working space | | |
| **Thursday 18 July 2019** | Telling the story |  | The Foundry (upstairs room) | | The Foundry co-working space |
| **Friday 20 July 2019** | Argh day |  | The Foundry (upstairs room) | | The Foundry co-working space |
|  |  |  |  |  | |
| **Monday 22 July 2019** | How to keep it interesting! |  | OUI Incubator co-working space | | |
| **Tuesday 23 July 2019** | Help with anything |  | OUI Incubator co-working space | | |
| **Wednesday 24 July 2019** | Project day |  | OUI Incubator co-working space | | |
| **Friday 25 July 2019** | Project day |  | OUI Incubator co-working space | | |
| **Friday 26 July 2019** | Demo day is here | Pitch to the Investors! | Location TBA | | |