

Workshop Innovation in a Day

Location: Wonderlab, Torenallee 20, Strijp-S, Eindhoven

Wednesday 1st April

13h15-13h45 Introduction

13h45-14h15 Pitch 2: Experiences from High-tech Start-up Companies

14h15-15h30 Workshop 1: Idea generation/Creativity in technology/Entrepreneurship

15h30-15h50 Coffee break

15h50-17h00 Workshop 1: Idea generation/Creativity in technology/Entrepreneurship

17h00-18h30 Guided visit Strijp-S and walk to restaurant

18h30-19h30 Sorama experiences in entrepreneurship and innovation (Interactive talk)

19h30-21h00 Diner

Thursday 2nd April

08h30-11h30 Workshop 2: New business models, from concept to product

11h30-12h15 Story telling and visualization

12h15-13h00 Pitch preparation

13h00-14h00 Lunch and pitches of participants

14h00 End