



alkans

international  
entrepreneurship  
summer school

2018 program





## day 1.

### MONDAY 27 August

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<b>8:00</b>	<b>Bus leaves from Tirana to School</b>
<b>08:30 – 09:00</b>	<b>Opening Remarks</b> Nertila Mosko, Country Director, Hanns Seidel Foundation Gazmend Haxhia, Founder, Global Opportunities Albania
<b>09:00 – 10:30</b>	<b>Course Overview: Introduction</b> <b>Entrepreneurship, Innovation &amp; New</b> <b>Venture Creation (G. Fairbrothers)</b>
<b>10:30 – 11:30</b>	<b>Market Validation and Intellectual</b> <b>Property (G. Fairbrothers)</b>
<b>11:30 – 13:00</b>	<i>Mental Framework—Lisa Gardner</i>
<b>13:00 – 14:00</b>	<b>Lunch</b>
<b>14:00 – 15:30</b>	<b>Team Formation and Getting Started:</b> <i>Team Formations (Gregg)</i>
<b>15:30 – 16:00</b>	<b>Break</b>
<b>16:00 – 17:15</b>	<i>&amp; Brainstorming about Final Project --</i> <i>Breakout Sessions w/ Catalina: Intro to</i> <i>Pitching (C. Gorla); Team work begins</i>



**17:30** **Bus leaves from School**

## day 2.

**TUESDAY 28 August**

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**8:00** **Bus leaves from Tirana to School**

**08:30 – 09:00** Working breakfast

**09:00 – 10:30** How to start a Startup- SECO

**10:30 – 12:00** Business Plans – Catalina

**12:00 – 13:00** Breakout Session w/ Catalina, Alumni mentors, Gregg, Dave&Lisa

**13:00 – 14:00** Lunch

**14:00 – 15:30** Breakout Session w/ Catalina, Alumni mentors, Gregg, Dave&Lisa

**15:30 – 16:00** Break

**16:00 – 17:15** Pitch Practice – each team presents their business concepts, whole group provides feedback

**17:30** **Bus leaves from School to Tirana**



## day 3.

### WEDNESDAY 29 August

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|----------------------|---|
| <b>8:00</b>          | <b>Bus leaves from Tirana to School</b>                                       |
| <b>08:30 – 09:30</b> | Working breakfast<br><i>TBC – GJERGJ MEKO &amp; MARIGONA PRENDI</i>           |
| <b>09:30 – 10:30</b> | <b>Competition (GF) (Gregg)</b>   |
| <b>10:30 – 11:30</b> | <i>Breakout Session w/ Catalina, Gregg, Dave&amp;Lisa, and alumni mentors</i> |
| <b>11:30 – 13:00</b> | <i>Sales and selling (Gregg)</i>  |
| <b>13:00 – 14:00</b> | <b>Lunch</b>  |
| <b>14:00 – 15:30</b> | Lisa Gardner and Dave Delucia   |
| <b>15:30 – 16:00</b> | <b>Break</b>  |
| <b>16:00 – 17:15</b> | <i>Breakout Session w/ Catalina, Gregg, Dave&amp;Lisa, and alumni mentors</i> |
| <b>17:30</b>         | <b>Bus leaves from School to Tirana</b>                                       |



18.30 Optional : Movie Night

## day 4.

### THURSDAY 30 August

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**8:00** **Bus leaves from Tirana to School**

08:30 – 09:30 Working breakfast

TBC –

09:30 – 11:00 Financing

11:00 – 13:00 *Breakout Session w/ Catalina, Gregg, Dave&Lisa, and alumni mentors*

13:00 – 14:00 **Lunch**

14:00 – 15:30 **Risk & Decision Making: Optimization strategies under uncertainty (GF)**

15:30 – 16:00 **Break**

16:00 – 17:15 *Breakout Session w/ Catalina, Gregg, Dave&Lisa, and alumni mentors*

**17:30** **Bus leaves from School to Tirana**

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## day 5.

FRIDAY 31 August

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<b>8:00</b>	<b>Bus leaves from Tirana to School</b>
08:30 – 09:30	Working breakfast
	TBC –
09:30 – 11:30	Gregg Interviews Dave Delucia
10:30 – 11:30	<i>Breakout Session w/ Catalina, Gregg, Dave&amp;Lisa, and alumni mentors</i>
11:30 –13:00	<b>BIOTECH- Dave Delucia</b>
13:00 – 14:00	<b>Lunch</b>
14:00 – 15:30	<b>Presentations and Communication (Gregg)</b>
15:30 – 16:00	<b>Break</b>
16:00 – 17:15	<i>Breakout Session w/ Catalina, Gregg, Dave&amp;Lisa, and alumni mentors</i>
<b>17:30</b>	<b>Bus leaves from School to Tirana</b>



## day 6.

### SATURDAY 1 September

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|----------------------|--|
| <b>08:00</b>         | <b>Bus leaves from Tirana to School</b>  |
| <b>08:30 – 09:30</b> | Working breakfast<br><b>Rafaela Rica - Iceberg Communication</b>   |
| <b>09:30 – 10:30</b> | Local early-stage company presents to Gregg  |
| <b>10:30 – 11:00</b> | <i>Practice Pitches (w/ Catalina, Alumni mentors, Gregg, Dave&amp;Lisa)</i>                              |
| <b>11:00 – 13:00</b> | <b><i>Disruption: Technologies and Trends that are Changing Everything Part I (Thomas Marshall)</i></b>  |
| <b>13:00 – 14:00</b> | Lunch  |
| <b>14:00 – 16:00</b> | <b><i>Disruption: Technologies and Trends that are Changing Everything Part II (Thomas Marshall)</i></b> |
| <b>16:00 – 17:00</b> | <b>Bus leaves to Officina Accelerator Visit &amp; Work in incubator</b>                                  |



17:30

**Bus to Pizza dinner**

**day 7.**

**SUNDAY 2 September**

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**8:00**

**Bus leaves from Tirana to School**

08:30 – 09:30

Legal aspects of opening a business  
**Evelina Koldashi**

09:30 – 10:30

Eric Haxhia and friends panel

10:30 – 13:00

*Practice Pitches w/ Catalina, Gregg,  
Dave&Lisa (separately)*

13:00 – 14:00

**Lunch**

14:00 – 15:30

**Success in Entrepreneurship  
(Gazmend Haxhia)**

15.30- 17.30

*Practice Pitches w/ Catalina, Gregg,  
Dave&Lisa (separately)*

17:30

**Bus leaves from School to Tirana**





## day 8.

### MONDAY 3 September

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|----------------------|--|
| <b>8:00</b>          | <b>Bus leaves from Tirana to School</b>  |
| <b>08:30 – 09:30</b> | TBC  |
| <b>09:30 – 10:00</b> | <b>Crowdfunding Finance Part I</b><br><b>Jes Bailey</b><br>( <a href="https://www.linkedin.com/in/jes-bailey-49057b83/">https://www.linkedin.com/in/jes-bailey-49057b83/</a> ) |
| <b>10:00 – 13:00</b> | <i>Practice Pitches w/ Catalina, Gregg, Dave &amp; Lisa</i>  |
| <b>13:00 – 14:00</b> | <b>Lunch</b>   |
| <b>14:00 – 15:30</b> | <b>Crowdfunding Finance Part II</b>  |
| <b>15.30- 17.00</b>  | <i>Practice Pitches w/ Catalina, Gregg, Dave&amp;Lisa (separately)</i>   |
| <b>17:15 – 17:30</b> | <b>Program Wrap-up</b>   |



## day 9.

### TUESDAY 4 September

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<b>8:00</b>	<b>Bus leaves from Tirana to School</b>
8:30 – 09:30	<i>Working Breakfast with Besmir Kellezi</i>
09:30 – 12:30	<b>Final presentations</b>
12:30 – 13:00	Closing Comments Prizes for Best Presentation Certificates Handed out
13:30 – 14:30	<b>Lunch @ UKA FARM</b>
14:30 – 15:00	<b>UKA FARM Tour</b>
<b>15:30</b>	<b>Farewells &amp; Bus to Tirana</b>



## contact us.

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change your mindset.

