

### 3-week program – August 27 – September 17, 2019

DAY	SCHEDULE	PLACE	PERSON IN CHARGE	TITLE	DESCRIPTION	
Tuesday	Aug 27	2pm-6pm	Room 106	<a href="#">François Foglia</a> , Deputy Director, <a href="#">Idiap</a> <a href="#">Nicolas Loeillot</a> - Groupe Mutuel <a href="#">David Imseng</a> - recapp IT	Welcome session GM & Keynote speech from ICC alumni Project pitches	Presentation of challenge objectives, visit of Idiap premises, introduction of crowdfunding portal campaign, Q&A, get to know each other GM presentation & Keynote speech from ICC alumni David Imseng. Team's pitches
	Aug 28	8.30am-1.30pm	Room 106	François Foglia, Deputy Director, Idiap	Idiap Innovation day	During the morning, all Idiap groups of research will present its activities. In addition, visit of the premises, demos, posters, discussions, and a standing lunch is planned from 12pm to 1.30pm. <a href="https://www.idiap.ch/en/tech-transfer/innovationday2019">https://www.idiap.ch/en/tech-transfer/innovationday2019</a>
Wednesday	Aug 29	9am-5pm	Room 106	<a href="#">Nadine Reichenthal</a> , <a href="#">Accelerator UNIL-HEC Lausanne</a>	Value Proposition	The Value Proposition Canvas makes explicit how you are creating value for your customers. It helps you to design products and services your customers want.
Thursday	Aug 30	9.30am-10.30pm	Room 106	<a href="#">Jordi Montserrat</a> , <a href="#">Venturelab</a>   <a href="#">Venturekick</a>	Getting Traction: the entrepreneurs currency	Proving the value proposition demonstration market traction will eventually be the major currency for IT start-ups. But what is traction? What are the priorities? How much traction do you need? How do you translate this as currency for investors? All topics of discussion for this workshop.
		2pm-5pm	Room 106	<a href="#">Groupe Mutuel</a> Innovation Team	GM Health Reality Checker	For health-related projects only.
Friday	Aug 31	4pm-9.30pm			Team Building	Small walk in Martigny city and common typical Swiss dinner at 7pm
Saturday	Sept 1					
Sunday	Sept 1					
Monday	Sept 2	9.30am-12.30pm	Room 502, Idiap underground floor	<a href="#">Laurent Bischof</a> , <a href="#">Polytech Ventures</a>	Face2face with a VC	Pitch presentation followed by: Check point, follow-up of each team, partner sparring, preparation for the final presentation; 20 minutes per team
Tuesday	Sept 3	2pm-6pm	Rooms 401+301	<a href="#">Frédéric Bagnoud</a> , <a href="#">Joël Rossier</a> , <a href="#">The Ark Foundation</a>   <a href="#">CimArk</a>	Focus 360	Focused challenge of each project in the form of short interviews in order to identify and establish the market potential of the different business ideas within a 360° environment; 30 minutes per team
Wednesday	Sept 4	2pm-5pm	Room 405	François Foglia, Deputy Director, Idiap	Selection day for TEDx pitches	The teams will have to give a pitch of 10 minutes + Q&A. The winning team will have the chance to present its work at the TEDx conference on Sept. 6.
Thursday	Sept 5	9 am-5pm	Room 106	<a href="#">Nadine Reichenthal</a> , <a href="#">Accelerator UNIL-HEC Lausanne</a>	Business model & "Pitch your success"	Having creative ideas are common, but selling them to strangers are a Different story? To succeed, most make use of the Elevator Pitch; a succinct and irrefutable tactic to introduce an actor or an action. How to create a structure and efficiently tell your story? What are the golden rules? To convince, you should practice.
Friday	Sept 6	8.30am-10.30am	Room 106	<a href="#">Jonathan Sadoun</a> , <a href="#">Fusion</a>	How to negotiate with a VC	The following topics will be treated - The valuation of your business from a VC perspective - The option pool - The key term sheet elements.
		11am-12pm	Room 106	<a href="#">Gaspard Couchepin</a> , <a href="#">MCE Avocats &amp; Notaires</a>	Legal aspects	Start-ups and legal issues
		5-9pm	Théâtre de l'Alambic	François Foglia, Deputy Director, Idiap	TEDx Martigny afternoon/evening	1 team will have the chance to present its idea/project at the TEDx Martigny
Saturday	Sept 7					
Sunday	Sept 8					
Monday	Sept 9	9.30am-12.30pm	Room 405	<a href="#">Laurent Bischof</a> , <a href="#">Polytech Ventures</a>	Face2face with a VC	Check point, follow-up of each team, partner sparring, preparation for the final presentation
Tuesday	Sept 10	6pm-9pm	Room 106		UBS investment night	UBS investment night – start-ups testimonials and keynote speaker
Wednesday	Sept 11	10 am-12pm	Room 106	<a href="#">Christophe Saam</a> , <a href="#">P&amp;TS</a>	IP strategies for start-ups	The main asset for most start-ups is their innovations. The main goal of any

						IP strategy is to protect and valorize this asset. Following points will be discussed during this presentation: Why a start-up should care about IP - Which innovations should be protected - Patent prosecution strategies (national, European, PCT) - How to perform a meaningful freedom-to-operate search - Tech transfer agreements with universities	
Thursday	Sept 12	2pm-5pm	Room 106	François Foglia, Deputy Director, Idiap	Pitch Practice with ICC alumni	Pitch Practice with ICC alumni	
Friday	Sept 13	2pm-6pm	401+301	<a href="#">Frédéric Bagnoud</a> , <a href="#">Joël Rossier</a> , <a href="#">The Ark Foundation</a>   <a href="#">CimArk</a>	Focus 360	Focused challenge of each project in the form of short interviews in order to identify and establish the market potential of the different business ideas within a 360° environment; 30 minutes per team	
Saturday	Sept 14						
Sunday	Sept 15						
Monday	Sept 16	2-6 pm	Room 106	François Foglia, Deputy Director, Idiap	Final selection day - pitches	Jury and award ceremony and results of the ICC'2019, followed by common diner at 7pm	
Tuesday	Sept 17	Day	Hotel	François Foglia, Deputy Director, Idiap	Check out		