

### 3-week program – August 28 – September 18, 2018

DAY	SCHEDULE	PLACE	PERSON IN CHARGE	TITLE	DESCRIPTION
Tuesday	Aug 28 2 pm 3.30 pm 4 pm	Room 405	François Foglia, Deputy Director, Idiap	Welcome session (close) Project pitch (open) GM & IBM Watson (open)	Presentation of challenge objectives, visit of Idiap premises, Q&A, get to know each other Team's pitch!!! GM & IBM Watson presentations
Wednesday	Aug 29 All day	Centre du Parc	François Foglia, Deputy Director, Idiap	Idiap Innovation day	During the entire day, 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 11h30 to 14h.
Thursday	Aug 30 9am	Room 106	Nadine Reichenthal	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.
Friday	Aug 31 From 2pm	TBD	Frédéric Bagnoud, Joël Rossier, Daniel Rüfle, The Ark Coachs	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.
Saturday	Sept 1				
Sunday	Sept 2				
Monday	Sept 3 <b>10 am</b>	TBD	Christophe Saam	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
Tuesday	Sept 4 9 am	Room 106	Nadine Reichenthal	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.
Wednesday	Sept 5 9am	TBD	Laurent Bischof, Polytech Ventures	Face2face with a VC	Check point, follow-up of each team, partner sparring, preparation for the final presentation
Thursday	Sept 6 9am	Room 106	François Foglia, Deputy Director, Idiap tedxmartigny.com	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 the next week.
Friday	Sept 7 9.30	Room106	Jordi Montserrat	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.
	5-9 pm	Vatel	François Foglia, Deputy Director, Idiap	TEDx Martigny afternoon/evening	1 team will have the chance to present its idea at the TEDx Martigny
Saturday	Sept 8				
Sunday	Sept 9				
Monday	Sept 10				
Tuesday	Sept 11 9 pm	Room 106	Guillaume Dubray, Polytech Ventures	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.
Wednesday	Sept 12 11 am	Room 106	Gaspard Couchepin	Legal aspects	Start-up and legal issues
Thursday	Sept 13 9am	TBD	Laurent Bischof, Polytech Ventures	Face2face with a VC	Check point, follow-up of each team, partner sparring, preparation for the final presentation
Friday	Sept 14 From 2pm	TBD	Frédéric Bagnoud, Joël Rossier, Daniel Rüfle, The Ark Coachs	dry run	Individual team coaching to prepare the pitch presentation to the Jury
Saturday	Sept 15				
Sunday	Sept 16				
Monday	Sept 17 2-6 pm	Room 106		Final selection day - pitches	Jury and award ceremony and results of the ICC'2016
Tuesday	Sept 18 Day	Hotel	François Foglia, Deputy Director, Idiap	Check out	