

AGENDA

Week 1 SEGOVIA CAMPUS

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun
7:30	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast		
9:00							
9:30	Team Work	Design-Thinking	Social Impact & Humanities	Project Ideation	The power of Negotiation	Breakfast	Breakfast
10:00							
10:30	BREAK	BREAK	BREAK	BREAK	BREAK	Kayaking & Paella!	Next Stop MADRID!
11:00	Team Work	Design-Thinking	Sustainability	Identifying & Evaluating Business Opportunities	The Power of Negotiation		
11:30							
12:00	BREAK	BREAK	BREAK	BREAK	BREAK		
12:30	Team Work	Problem Solving	Social Entrepreneurship	Exploration & Customer Discovery	Leadership	Picnic at Retiro Park	
13:00							
13:30							
14:00	Lunch and relaxing break	Lunch and relaxing break	Lunch and relaxing break	Lunch and relaxing break	Lunch and relaxing break		
15:00							
16:00							
17:00	GYMKANA	Sports Day	Outdoor Zipline	Project Mentoring	Segovia City Tour	Talent Show	
18:00							
19:00	Dinner	Dinner	Dinner	Dinner	Dinner	Special Dinner at IE Campus	Thematic Dinner
20:00							
21:00							
22:00							
23:00	Lights Out	Lights Out	Lights Out	Lights Out	Lights Out	Lights Out	Lights Out

 Power Skills Workshops

 Core Courses



 Actividades



 Break, dinner, graduation

AGENDA

Week 2 IE TOWER MADRID CAMPUS

Time	Mon	Tue	Wed	Thu	Fri
7:30	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00					
9:30	Strategy Fundamentals	Marketing Fundamentals	Operations Fundamentals	Public Speaking	Final Presentation
10:00					
10:30	BREAK	BREAK	BREAK	BREAK	
11:00	Technology & Innovation	Business Model & Go-to Market	Financing Fundamentals	Pitching	
11:30					
12:00	BREAK	BREAK	BREAK	BREAK	Graduation
12:30					
13:00	Prototyping & Testing	Business Model & Go-to Market	Growth	Recap & Preparation for Project Presentation	BUS
13:30					
14:00	Lunch and relaxing break	Lunch and relaxing break	Lunch and relaxing break	Lunch and relaxing break	
15:00					
16:00					
17:00	Madrid Tour	Shopping	Visit one of the best theme park in the world	Professional Panel	
18:00					
19:00	Dinner	Dinner		Networking dinner	
20:00					
21:00					
22:00					
23:00	Lights Out	Lights Out	Lights Out	Lights Out	

 Power Skills Workshops
 Actividades

 Core Courses
 Break, dinner,...