

business week



Setúbal
INSTITUTO DE SETÚBAL
Escola Superior de
Ciências Empresariais

international business
week

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Blended **I**ntensive **P**rogram – **PORTUGAL**

EXIT – EXchange **I**ntensive **T**raining on Entrepreneurship: an Entrepreneurship program

Programme

On Person

Day 1 – October, 24

14.00 – 15.30 International Forum presentation of students, schools, and countries

15.30 – 16.00 Guest Lecture: Design Thinking

16.00 – 17.00 Presentation of Exit Program

17.00 – 17.30 Transportation to the Beach (depending on the weather)

17.30 – 19.00 Beach Picnic (depending on the weather)

Photo Contest "The best moment in beach"

Free programme in the evening

Dia 2 – October, 25

09:30 – 10:00 Guest Lecture: Tendencies for Tourism in Portugal + Business Model Canvas

10:00-10:15 Coffee break

10:15- 12:00 BootCamp 1 (Workshop Exit). Generation and Selection of Ideas for New Products and Services in Tourism + Name and Logo of the StartUp + Definition of Mission and Values

12:05 – 13:00 Gastronomic break

13:00 – 14:00 Pitch "Your Business in 3m"

14:00 – 17:30 BootCamp 2 (Workshop Exit) Value Proposition and Customer Segments, + Definition of Persona + Positioning and Competition

17.30 – 18:30 Traditional Portuguese Games | Portuguese Students Organization

18:30 – Transportation to Setúbal Downtown (Hotel)

Day 3 – October, 26

09:30 – 10:30 BootCamp 3 (Workshop Exit) channels, customer relationships, revenue streams

10:30-10:45 Coffee break

10:45- 12:45 BootCamp 4 (Workshop Exit) key activities, key partnerships, and cost structure

12:45 – 14:00 Gastronomic break

14:30 – 16:30 *SADO EXPERIENCE (watch the dolphins)*- Dolphin Bay company

Photo Contest "Best moment in the River"

Students' dinner in the evening

Day 4 – October, 27

09:30 – 11:00 BootCamp 5 (Workshop Exit) “How to Build a Business Website”

11:00-11:15 Coffee break

11:15- 12:45 BootCamp 6 (Workshop Exit) The groups work on the Website ”

12:45 – 14:00 Gastronomic break

14:30 – 16:30 BootCamp 7 (Workshop Exit) The groups work on the Website”

16:30-17:00 Transportation to Setúbal

17:00-18:00 Cultural Tour in Setúbal

Photo Contest “Best in Town”

Special Dinner (students + Professors)

Day 5 – October, 28

10:00 Presentation of the Websites and Awards Ceremony

Award of Best Website (selection made by a jury)

Award of Best Foto (selection between students)

Fair Play Award (selection between students)

12:30 Close session

ONLY FOR BIP participants

Online (Portuguese Time)

Day 1- November, 15

17:00– 18:00 Virtual BootCamp 7 The Financial Plan (in a simple dashboard)

Day 2 – November, 17

17:00 – 18:00 Virtual BootCamp 8 Tutorial: Development of Financial Plan

Day 3 - November 24 Final presentations

Internacional Seminar/workshop: THE NEW FUTURE AND THE NEW ENTREPRENEURIAL GENERATION (online)

Presentation of Posters (Business Idea and Canvas Proposal)

Accommodations

Professors

11 Hotel School

<https://www.11hotelschool.com/pt/>

Students

HI Setubal – Youth Hostel – CASA DO LARGO

<https://www.hoteisdirect.com/hi-setubal-pousada-de-juventude-casa-do-largo/>