

business week



international business  
week

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**B**lended **I**ntensive **P**rogram – **PORTUGAL**

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

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*Program*

***Entrepreneurship, Innovation and Technology in Tourism & Hospitality***

**Online**

**Day 1 – October, 21**

**16:00-17:30 (Local Portuguese Time)**

IBW/BIP-EXIT + Objective of the Program + Phases

**Class: :12 Tourism Trends That Will Shape the Travel Industry in 2024 and Beyond**

**Class: “My Business Model”**

**Day 2 – October, 23**

**16:00-17:00 (Local Portuguese Time)**

**Class: “My Business Website”**

**Day 3 – October, 25**

**16:00-17:00 (Local Portuguese Time)**

**Class: “My Financial Plan”**

**On-Person**

**Day 1 – October, 28**

**13:00 Transportation to IPS**

**14:00 – 14:30 Registration**

14:30 – 15:00 Welcome session  
15:00 – 16:45 International Forum presentation of students, schools, and countries  
17:00 – Gastronomic Break  
*18.00 – Transportation*

*Free programme in the evening*

## **Dia 2 – October, 29**

*09:00 Transportation to IPS*

09:30 – 11:00 BootCamp 1 “Generating and selecting ideas” + Pitch (Idea + Name of the Company + Logo)

11:00 – 12:00 BootCamp 2 “Building customer propositions for customers”

*12:00 – 13:00 Gastronomic break*

13:00 – 15:00 BootCamp 3 “Achieving customers and generate revenue sources”

15:00 – 17:00 BootCamp 4 “Activities, partnerships, and cost structure”

*17:30 – Transportation to Setúbal Downtown (Hotel)*

*Students’ dinner in the evening*

## **Day 3 – October, 30**

*09:00 Transportation to IPS*

09:30 – 12:00 BootCamp 5 “**Build my Business Website**”

12:00 – 13:00 Gastronomic break

*13:00 Transportation to Setúbal*

14:00-16:00 – **DOLPHIN EXPERIENCE**- Dolphin Bay company

16:00 – 18:30 Free Time to Visit Setúbal DownTown

Photo Contest “**Best moment with the Dolphins**”

## **Day 4 – October, 31**

*09:00 Transportation to IPS*

09:30 – 12:00 BootCamp 6 “**How to build financial dashboard**”

12:00 – 13:00 Gastronomic break

13:00 – 15:30 BootCamp 6 “**How to build financial dashboard**”

*15:30 – 16:00 Transportation to the Winery*

16:00 – 18:00- **SOCIAL VISIT – WINE EXPERIENCE**

*18:00 – 18:30 – Transportation to Setúbal*

*19:30 - Special Dinner (students + Professors)*

*21:00 Tuna Académica*

## **Day 5 – November, 01**

*9:00 Transportation to IPS*

10:00 International Workshop: SHAPPING THE FUTURE FOR THE NEW ENTREPRENEURS

Final Project Presentations

Best Project Award (selection made by a jury)

Fair Play Award (selection between students)

12:30 Close session

*12:30 Transportation to Setúbal*