

**GETTING INVESTMENT READY**  
iDEA Lab Training, Sofia, January 29<sup>th</sup> – February 1<sup>st</sup>

**Friday, January 30<sup>th</sup> 2015**

<b>Intro and Overview (09:00 – 09:30)</b>  <i>Eleven, Bulgaria</i>
<b>Reflection of IdeaLabs (09:30 – 10:20)</b>  <i>Flipped classroom presentations and discussion about the achievements and challenges encountered in the preceding period</i>  <i>Idea Lab Partners</i>
<b>Presentation of the iDEA Lab Quality Assurance Plan (10:20 – 10:30)</b>  <i>WUS, Austria</i>
<b>Coffee and a walk through Eleven's co-working space (10:30 – 10:50)</b>
<b>What are early-stage investors looking for? (10:50 – 11:10)</b>  <i>Presentation &amp; Q&amp;A</i>  <i>Eleven, Bulgaria</i>
<b>Startup Pitches &amp; Founder Stories (11:10 – 12:00)</b>  <i>Three companies, alumni of Eleven's program, will pitch their companies and share their experience as startup founders.</i>
<b>Lunch (12:00 – 13:00)</b>
<b>Ideation: How to generate innovative ideas (13:00 – 14:30)</b>  <i>Workshop</i>  <i>University of Stuttgart, Germany</i>
<b>Visit of betahaus   Sofia (15:00 – 16:00)</b>  <i>Betahaus Sofia is the most famous co-working space in Sofia, preferred by many free lancers and startups.</i>
<b>Mentoring Session (16:30 – 17:00)</b>  <i>All participants in the iDEA Lab training will see a live mentoring session happening at Eleven and will have a Q&amp;A session with a mentor.</i>  <i>Eleven, Bulgaria</i>
<b>Dinner (20:00)</b>

Saturday, January 31<sup>st</sup> 2015

<b>Idea Evaluation: How to select the best ideas for implementation (09:00 – 10:30)</b>
<i>Workshop</i>
<b>University of Stuttgart, Germany</b>
<b>Coffee (10:30 – 10:50)</b>
<b>From a Good to an Excellent Product: Achieving innovation with Living Labs and User Inclusion (10:50 – 12:00)</b>
<b>SFC Consulting, Germany</b>
Lunch (12:00 – 13:00)
<b>Investment &amp; Financing (13:00 – 14:10)</b>
<b>WUS, Austria</b>
Break (14:10 – 14:30)
<b>Action Learning (14:30 – 15:30)</b>
Group discussion and reflection on the best practices that could be adopted.
<b>WUS &amp; SFC Consulting</b>
<b>Project Management meeting (15:30 – 17:00)</b>
<b>University of Novi Sad, Serbia</b>
<b>Dinner (20:00)</b>