



# EIT Manufacturing Winter School

*Innovation Ecosystem  
& Business Design*

23 Nov - 06 Dec 2023

University of Tartu  
(Tartu & Tallin)



Co-Funded by the  
European Union





## 14 November, Tuesday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 11:00	Welcome ceremony	Henri Mennens & Sara Alonso	ONLY for External Students



## 17 November, Friday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 11:00	Webinar IPR Business Case Scenario	Mary White	IPR Business Case Scenario - Both External and I&E Programme Students



23 November, Thursday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	Welcome ceremony at Tallin	University of Tartu Henri Mennens & Sara Alonso (Innpulse Consulting) Lucia Ramundo (EIT Manufacturing)	Welcome ceremony! Presentation of the structure of the program and logistics Presentation of the EITM DS Entrepreneurship Program (Henri) Presentation of the BDB (Sara) External and I&E Programme Students introductory round
10:30 - 11:00	Coffee break		
11:00 - 13:00	Project presentation by External and Year 1 students (part I)	Henri Mennens & Sara Alonso	Individual presentations by External & Year 1 Innovation & Entrepreneurship (I&E) Programme students
13:00 - 14:30	Lunch break		
14:30 - 17:00	Project presentation by External and Year 1 students (part II)	Henri Mennens & Sara Alonso	Individual presentations by External & Year 1 Innovation & Entrepreneurship (I&E) Programme students
19:00 - 21:00	Welcome dinner		



24 November, Friday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 16:00	Company visits	Milrem Robotics ( <a href="https://milremrobotics.com/">https://milremrobotics.com/</a> )  Startup Estonia ( <a href="https://startupestonia.ee/">https://startupestonia.ee/</a> )  Karl Storz ( <a href="https://www.karlstorz.com/br/en/estonia-tallinn.htm">https://www.karlstorz.com/br/en/estonia-tallinn.htm</a> )	<b>Milrem Robotics</b> Betooni 1, 13619 Tallinn  <b>Startup Estonia</b> Sepise 7, 11415 Tallinn  <b>Karl Storz</b> Estonia OÜ, Pärnu mnt 556b 76401 Harju mk, Laagri
16:30 - 18:30	City Visit		Exploring the city of Tallin



### 27 November, Monday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	Workshop on Intellectual Property Right I	Mary White	Follow-up on the online sessions external & I&E Programme students attended during 14 & 17 November. Deepening IPR concepts, all applied on the business case shared during the first Webinar.
10:30 - 11:00	Coffee break		
11:00 - 13:00	Workshop on Intellectual Property Right II	Mary White	Follow-up on the online sessions external & I&E Programme students attended during 14 & 17 November. Deepening IPR concepts, all applied on the business case shared during the first Webinar.
13:00 - 14:30	Lunch break		
14:30 - 17:00	Workshop on Intellectual Property Right III	Mary White	At the end of the Seminar, assignments will be given to the students that need to be applied on their own entrepreneurial project. These assignments will be reviewed during an individual mentoring session after the Winter School (external students will not have a follow-up session after the programme)
17:30 - 19:00	City visit		



### 28 November, Tuesday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	BDB Workshop: Visualizing value propositions	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.
10:30 - 11:00	Coffee break		
11:00 - 13:00	BDB Workshop: Splitted storyboarding	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.
13:00 - 14:30	Lunch break		
14:30 - 18:00	BDB Workshop: Designing and presenting the solution matrix	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.



## 29 November, Wednesday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	<b>BDB Workshop: Business model types</b>	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.
10:30 - 11:00	Coffee break		
11:00 - 13:00	<b>BDB Workshop: Value Delivery Menu (VDM)</b>	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.
13:00 - 14:30	Lunch break		
14:30 - 18:00	<b>BDB Workshop: VDM and organizing for value delivery</b>	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.



## 30 November, Thursday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	<b>BDB Workshop: Persona dominance and parallel business modelling</b>	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.
10:30 - 11:00	Coffee break		
11:00 - 13:00	<b>BDB Workshop: Innovation types and value curves</b>	Henri Mennens & Sara Alonso	Applying in teams the learnt Business Design concepts on their ideated sustainable packaging solution.
13:00 - 14:30	Lunch break		
14:30 - 16:30	<b>Academic seminar</b>	Aune Tamm	Bridging academia and industry with open-source hardware
17:00 - 18:00	<b>Lab visit</b>		At the University of Tartu



## 01 December, Friday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	<b>BDB Workshop: Business model design</b>	Henri Mennens & Sara Alonso	Applying the learnt Business Design concepts on their individual entrepreneurship projects.
10:30 - 11:00	Coffee break		
11:00 - 13:00	<b>BDB Workshop: Business model innovation</b>	Henri Mennens & Sara Alonso	Applying the learnt Business Design concepts on their individual entrepreneurship projects.
13:00 - 14:30	Lunch break		
14:30 - 17:00	<b>BDB Workshop: Presentations business model</b>	Henri Mennens & Sara Alonso	Applying the learnt Business Design concepts on their individual entrepreneurship projects.
From 17:00	<b>University Anniversary Celebration</b>		



## 04 December, Monday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 17:00	Company visits	Hanza mechanics ( <a href="https://hanza.com/">https://hanza.com/</a> )  Estiko Plastar ( <a href="https://plastar.ee/">https://plastar.ee/</a> )  A le Coq ( <a href="https://www.alecoq.ee/">https://www.alecoq.ee/</a> )	<b>Hanza Mechanics</b> Silikaadi 5, Vahi, 60534 Tartu maakond  <b>Estiko Plastar</b> Tehase 19c, 50106 Tartu  <b>A le Coq</b> Laulupeo pst 15, 50050 Tartu
19:00 - 22:00	Outdoor dinner with all the students		Venue will be provided soon



## 05 December, Tuesday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	BDB Workshop from business model to semi-pitch (assisted by Year 2 students)	Henri Mennens & Sara Alonso	Workshop for External and Year 1 students assisted by Year 2 students.
10:30 - 11:00	Coffee break		
11:00 - 13:00	External & Year 1 Students BDB: Preparing pitches for grand finale  Year 2: Presentation by EIT Manufacturing Business Creation Team	Henri Mennens & Sara Alonso  EIT Manufacturing Business Creation	Presentation for Year 2 students and preparation time for External & Year 1 students.
13:00 - 14:30	Lunch break		
14:30 - 17:00	Year 2 Final Video Pitches with jury	Henri Mennens & Sara Alonso Jury members	Individual Year 2 presentations with Jury.
18:00 - 19:00	Sauna visit		



## 06 December, Wednesday

Time Frame	Activity	Presenter/Speaker	Details
09:00 - 10:30	External & Year 1 students final presentations (Own projects I)	Henri Mennens & Sara Alonso Jury members	Individual External & Year 1 students BDB results presentations.
10:30 - 11:00	Coffee break		
11:00 - 13:00	External & Year 1 students final presentations (Own projects II)	Henri Mennens & Sara Alonso Jury members	Individual External & Year 1 students BDB results presentations.
13:00 - 14:30	Closure act & lunch		



# Making Innovation Happen!



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