

ASAB Agenda

Sunday, 03.09.	Monday, 04.09.	Tuesday, 05.09.	Wednesday, 06.09.	Thursday, 07.09.	Friday, 08.09.	Saturday, 09.09.
09.00 - 13.00 Arrival & Hotel Check-In	09.00 - 09.30 Morning Coffee	Morning Coffee	Morning Coffee	Morning Coffee	Morning Coffee	
	09.30 - 13.00 Business Model I	Investor Readiness Training II	Business Model II	Time for meetings	Time for meetings	Wrap-up ASAB
13.00 - 14.00 Welcome	Lunch	Lunch	Lunch	Lunch	Lunch	
14.00 - 16.00 ASAB agenda and schedule	14.00 - 18.00 Investor Readiness Training I	Pitch Training	Sales & Marketing	14.00 - 15.00 Visit SAP IoT Startup Accelerator	14.00 - 17.00 Time for meetings	
16.00 - 18.00 Sightseeing Cruise				15.00 - 18.00 Time for meetings	17.00 - 18.00 Startup Night (Free Admission)	16.00 - Evening Departure
				Evening Armenia Start-up Night @ Brandenburg Gate Museum		

The Training Sessions

<p>Business Model I & II</p> <p>We will reflect your recent business model with the business model canvas and try to think “out of the box,” to find new ways to define and price your product. You will learn to iterate and refine your business model to be able to adapt to strategy changes in the future or to have a better one after the academy.</p>	<p>Investor Readiness Training I</p> <p>We will discuss the different types of investors or strategic partners and their mindsets. You will learn to create a metric to define the right investor or partner target groups in alignment with your comfort zone. The outcome of this workshop will be a decision metric to approach the right investor or partner type.</p>
<p>Investor Readiness Training II</p> <p>We will all together reflect our results of the day before. After that we will go through the investment process and a demo term sheet to give you a better understanding of what you should care about when you want to close an investment round.</p>	<p>Sales & Marketing</p> <p>We will take a closer look on the customer journey in a web /mobile customer acquisition process with a very straightforward marketing model. It will help you to better understand the most important KPIs and their measurement and to lead to better decisions when trying to get more customers online.</p>