

# STARTUP EXECUTIVE ACADEMY

## How to Accelerate Your Startup

July 4 - July 10, 2019, Castle of Urstein, Salzburg

	SEA	SEA	SEA	SEA	SEA	CIRCLE DAY	Corporate Day	Check-Out
Time	THU, JULY 4	FRI, JULY 5	SAT, JULY 6	SUN, JULY 7	MON, JULY 8	TUE, JULY 9	WED, JULY 10	THU, JULY 11
07:10		Yoga & Meditation 7:15 - 8:00	Yoga & Meditation 7:15 - 8:00		Yoga & Meditation 7:15 - 8:00	Yoga & Meditation 7:15 - 8:00		
07:30								
08:00		Breakfast 8:00 - 8:45	Breakfast 8:00 - 8:45	Yoga & Meditation 8:00 - 8:45	Breakfast 8:00 - 8:45	Breakfast 8:00 - 8:45	Breakfast 8:00 - 9:00	Check-Out 8:00 - 9:00
08:30		Daily Briefing 8:45 - 9:00	Daily Briefing 8:45 - 9:00		Daily Briefing 8:45 - 9:00	Daily Briefing 8:45 - 9:00		
09:00		Business Strategy & Model 9:00 - 10:20	Business Model Canvas Group Pitch 9:00 - 10:50	Breakfast 8:30 - 9:30	How to Manage Sales During the Startup Lifecycle 9:00 - 10:50	Introduction to Circle Startups 9:00 - 9:30	Registration at the University of Applied Sciences 9:00 - 10:00	
09:30	Daily Briefing 9:30 - 9:45							
10:00	Introduction to Capital Formation 9:45 - 11:10							
10:30	Break & Meditation 10:20 - 10:50					Circle Challenge SEA17, SEA18 & SEA19 Design Thinking & Creativity Groupwork 9:00 - 11:00	Introduction to the Corporate Innovation Day 10:00 - 10:20	
11:00		Break & Meditation 10:50 - 11:20	Break & Meditation 10:50 - 11:20		Break & Meditation 10:50 - 11:20	Break & Meditation 11:00 - 11:30	Introduction to Innovation Strategy by Prof. Baba Shiv 10:20 - 11:20	
11:30	Business Strategy & Model 10:50 - 12:00	Pricing I: Understanding Value 11:20 - 13:00	Creation of a Professional Investment Proposal 11:40 - 13:00	Break & Meditation 11:10 - 11:40	How to Negotiate the Best Deal 11:20 - 13:00	Highlights & Lowlights of Circle Startups 11:30 - 13:00	How Does Silicon Valley Think? 11:20 - 12:20	
12:00	Lunch 12:00 - 13:00							
12:30							Lunch Buffet 12:20 - 13:30	
13:00		Lunch 13:00 - 14:00	Lunch 13:00 - 14:00	Lunch 13:00 - 14:00	Lunch 13:00 - 14:00	Lunch 13:00 - 14:00		
13:30	Customer Value Proposition I 13:00 - 14:30						Startup Presentation 13:30 - 14:30	
14:00								
14:30	Break 14:30 - 14:50	Pricing II: Capturing Value 14:00 - 15:30	How Investors think (VCs, Family Offices, Corporate Investors and Business Angels) 14:00 - 15:20	How to be Successful in Business with Different Cultures 14:00 - 15:20	How does leadership evolve from a startup to a grown-up enterprise 14:00 - 15:40		Silicon Castles STARTUP STAGE at University of Applied Sciences 14:30 - 16:30	
15:00	Customer Value Proposition II 14:40 - 16:10		Break 15:20 - 15:40	Break 15:20 - 15:40				
15:30		Break 15:30 - 16:00						
16:00	Registration at the Castle of Urstein 15:30 - 16:30	Break 16:10 - 16:30	How to Create Successful Boards/Managing the Board 15:40 - 17:00			Break 15:40 - 16:00		
16:30	Welcome to the Program 16:30 - 17:00					Scaling Up & Teams 16:00 - 17:30 Manage and be Managed as Technology Vendor 16:00 - 17:30	Keynote and Q&A 16:30 - 18:30	
17:00	Innovation Gym 17:00 - 18:00	How to Tell Your Story 16:30 - 18:00	Go-to-Market Strategy 16:00 - 18:30	Break 17:00 - 17:10	Executive Challenge 15:40 - 19:00			
17:30				Structure of an Effective Investment Proposal 17:10 - 18:20		Break 17:30 - 17:50		
18:00	Check-In Rooms Campus 18:00 - 19:00	Capture Your Learnings 18:00 - 18:30		Startup Investment Case Study 18:20 - 19:00		Scaling Up with Simple Rules 17:30 - 19:20 Licensing and Eco-Systems 17:30 - 19:20		
18:30		Free Time 18:30 - 19:00	Capture Your Learnings 18:30 - 19:00				Drinks 18:30 - 20:00	
19:00					Final Plenary Meeting 19:00 - 19:30			
19:30		Dinner 19:00 - 20:00	Dinner 19:00 - 20:00	Dinner 19:00 - 20:00	Salzburg Startup Pitch 19:30 - 20:00	Dinner 19:20 - 20:20		
20:00	Welcome Dinner and Drinks at the Castle 19:00 - 22:00		Bus Transfer 20:00 - 20:30					
20:30		The Art of Meditation How to Balance Your Life 20:00 - 22:00	Salzburg City Tour 20:30 - 21:10	Capture Your Learnings 20:00 - 21:30	BBQ Night with Salzburg Startups 20:00 - 22:00	Bus Transfer 20:20 - 20:50		
21:00							Drinks at Hangar7 20:50 - 22:00	
21:30			Visit of the Salzburg Festival 21:10 - 23:00	Drinks at the Castle/Waldbad 21:30 - 23:00				
22:00								



Important information: This is a sample schedule subject to change

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