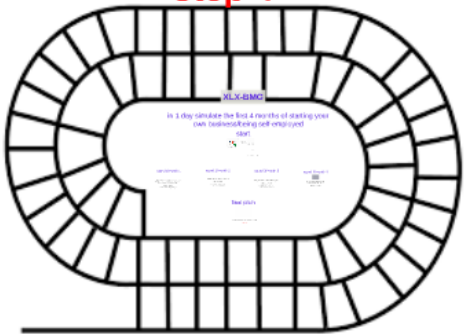




**step 4**



new business



new employment

education, experience, program





in 4 steps/  
2 days

## STEP 1



short introduction: why program



exercises to unlock the mind (candles, sticks etc.)



short intro: what, for whom, what does it bring, what to do, what does it cost

## STEP 2

IDEA-CUSTOMER ITERATION  
(groups of 2: visual thinking vs empathy matrix)

sift 60m, 14 hour



designed by nr 1



filled in by nr 2

and than vv

AND/OR



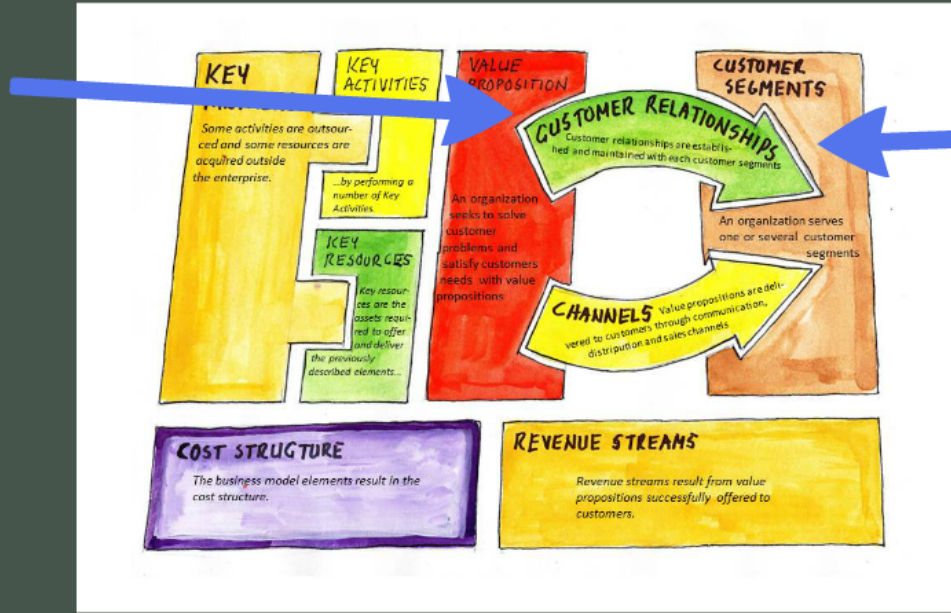
INNOVATION FAIR  
to generate business  
ideas



### step 3

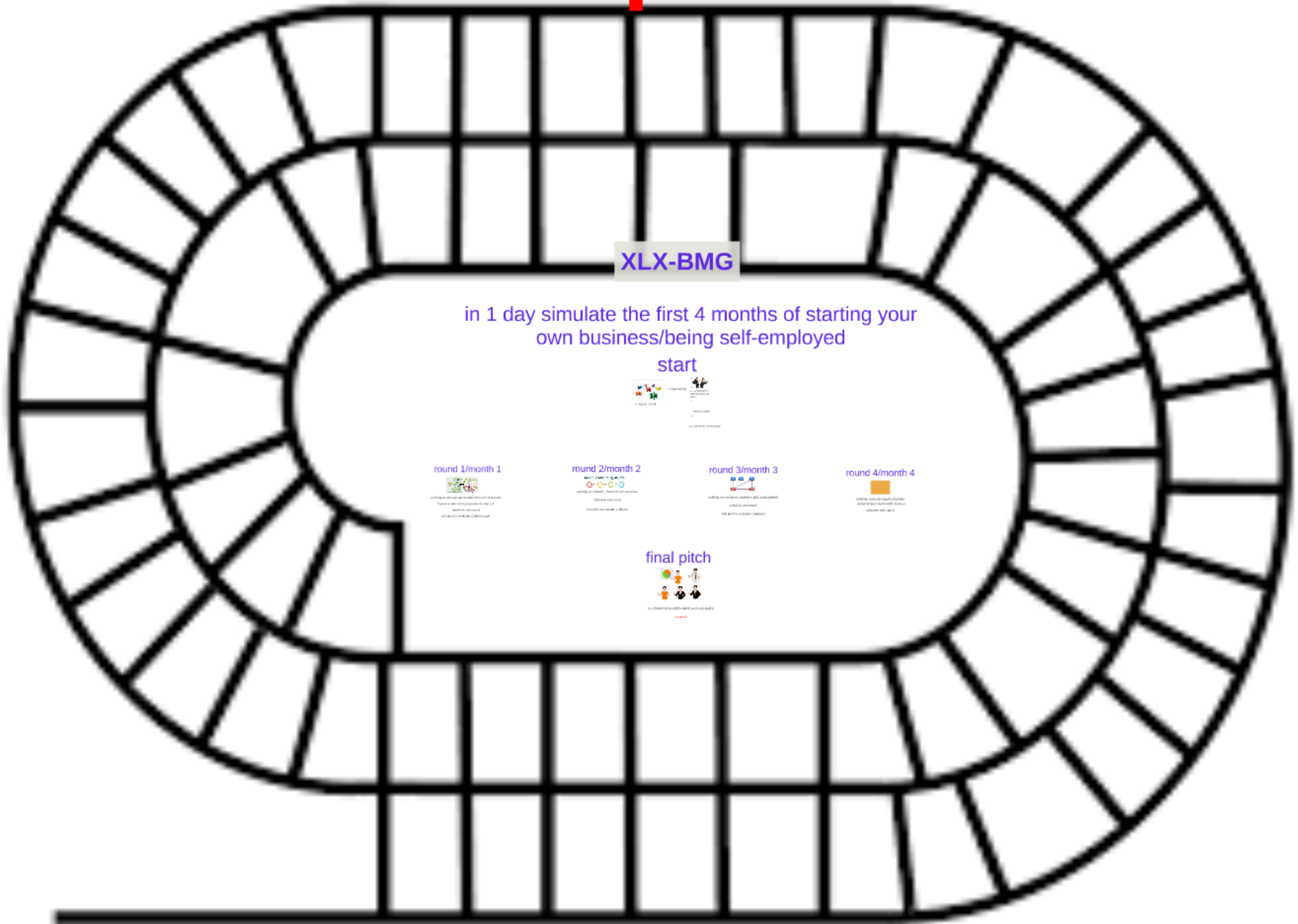
## a first business model

from visual thinking



from empathy matrix

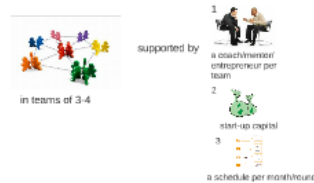
# step 4



# XLX-BMG

in 1 day simulate the first 4 months of starting your own business/being self-employed

## start



### round 1/month 1



working on value-proposition/product and customers  
based on one of the propositions step 1-3  
schedule and coach  
sub pitch to evaluator (advisor-type)

### round 2/month 2



working on relations, channels and revenues  
schedule and coach  
sub pitch to evaluator (advisor)

### round 3/month 3



working on resources, activities and costs (global)  
schedule and coach  
sub pitch to evaluator (advisor)

### round 4/month 4



building elements together/canvas  
elaborating on costs and revenues  
schedule and coach

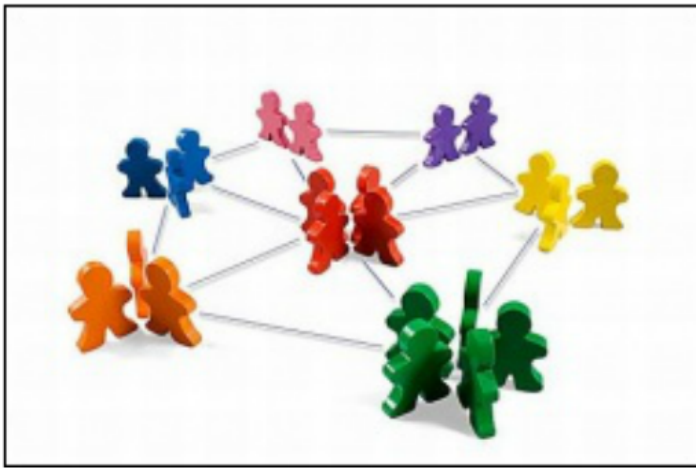
## final pitch



to a financing board (the joint coaches/experts)

a winner

# start



in teams of 3-4

supported by



a coach/mentor/  
entrepreneur per  
team

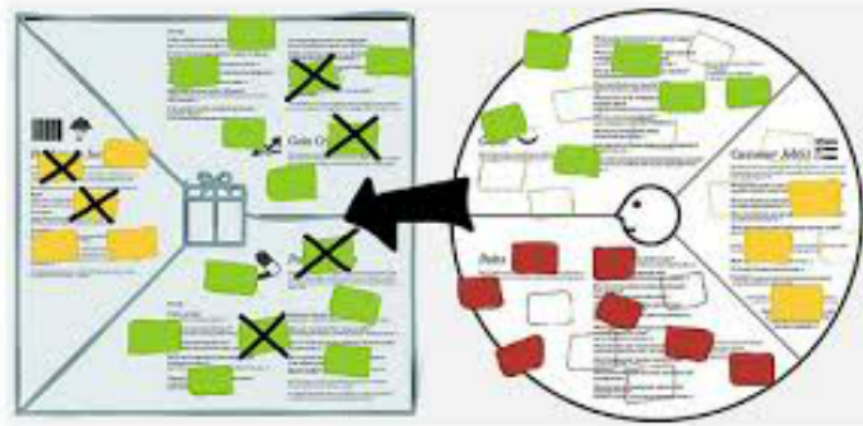


start-up capital



a schedule per month/round

# round 1/month 1



working on value-proposition/product and customers

based on one of the propositions step 1-3

schedule and coach

sub pitch to evaluator (advisor-type)

# round 2/month 2

## Revenue Marketing Journey

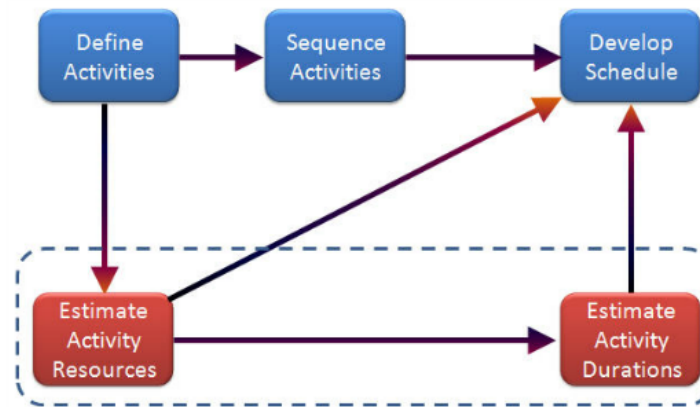


working on relations, channels and revenues

schedule and coach

sub pitch to evaluator (advisor)

# round 3/month 3



working on resources, activities and costs (global)

schedule and coach

sub pitch to evaluator (advisor)

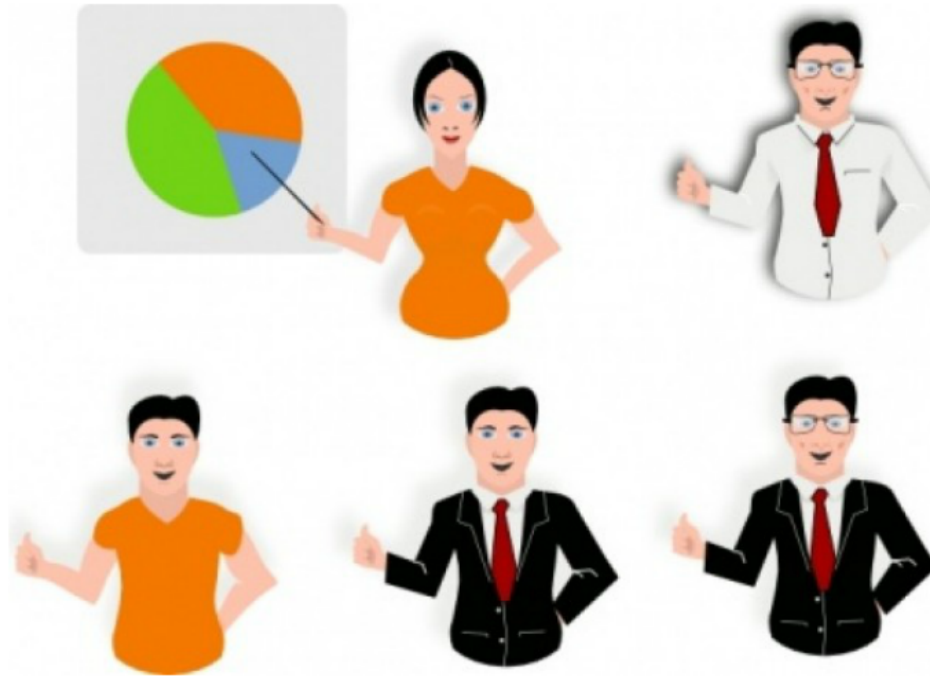
# round 4/month 4



building elements together/canvas  
elaborating on costs and revenues

schedule and coach

# final pitch



to a financing board (the joint coaches/experts)

a winner