

## PROGRAMMA SESSIONI APERTE ALLA STAMPA

### WEEK 1 - CUSTOMER DEVELOPMENT

Date	Time	Program
12 July, Tue	10:00 - 11:00	In Search of a Million-Dollar-Idea: Tips for Ideation <i>Alar Kolk - President, EIA</i>
	11:00 - 12:00	How Can Google Help With Validating Your Ideas? <i>Rune Bentien (Google) - Business Development Manager, Google</i>

Date	Time	Program
13 July, Wed	10:00 - 11:00	Know Your Customer: Customer Persona & Customer Validation <i>Bret Waters - CEO, Tivix, Inc</i>
	11:00 - 12:00	The Holy Grail of Customer Development: Product-Market Fit <i>Anand Kulkarni - Founder &amp; President, LeadGenius</i>
	13:30 - 14:30	<b>Lunch</b> Future of Food & Mobility <i>Carlo Ratti - Director of the Senseable City Lab, MIT</i>

Date	Time	Program
14 July, Thu	10:00 - 12:00	Paper Prototyping: Why, When, & How? <i>Thomas Howard - Associate Professor, Technical University of Denmark</i>
	13:30 - 14:30	<b>Lunch</b> Designing the Future of Mobility <i>Jonah Houston - Transportation portfolio lead, IDEO</i>

### WEEK 2 - BUSINESS MODEL/ PRODUCT SPRINT

Date	Time	Program
18 July, Mon	10:00 - 11:30	How Will You Make Money? Revenue Model Design <i>Nick De Mey - Co-Founder, Board of Innovation</i>
	11:30 - 12:00	Design Process in Ferrari: From First Sketches to Final Product <i>Flavio Manzoni - Chief of Design, Ferrari</i>

Date	Time	Program
19 July, Tue	10:00 - 11:00	Positioning Yourself for Growth <i>Tommaso di Bartolo - Founding Partner, Awesm.io</i>
	13:30 - 14:30	User Acquisition: Zero-Budget Ways to Acquire New Customers <i>Jesse Leimgruber - Co-Founder &amp; CEO, NeoReach, Stanford University</i>

<b>Date</b>	<b>Time</b>	<b>Program</b>
21 July, Thu	10:00 - 11:00	Deploying and Configuring Google Analytics for Your Campaign Marketing <i>Jevgenijs Kazanins - CEO, TWINO</i>
	11:00 - 12:00	How to Deploy Social Networks for Customer Engagement? <i>Pepe Moder - Head of Digital Marketing &amp; CRM EMEA at Fiat - Chrysler Automobiles Spa</i>
	13:30 - 14:30	Hands-On with Google AdWords <i>Veiko Paalandi - Digital Acquisition Marketing Manager, Bondora</i>

### WEEK 3 - PITCHING & FUNDING

<b>Date</b>	<b>Time</b>	<b>Program</b>
25 July, Mon	10:00 - 11:00	IP Fundamentals for Startups <i>On Lu - Principal, Polsinelli LLP</i>
	11:00 - 12:00	Marketing Campaign Troubleshooting: Increasing Traction <i>Kristina Lilleõis - CMO, Scoro Software</i>
	13:30 - 14:30	How to Acquire More (Paying) Users Through Payment Localisation? <i>Mattias Liivak - Head of Marketing &amp; PR, Fortumo</i>

<b>Date</b>	<b>Time</b>	<b>Program</b>
26 July, Tue	10:00 - 11:00	Using IP to Attract Investors <i>On Lu - Principal, Polsinelli LLP</i>
	11:00 - 12:00	Using Media & PR for Customer Engagement
	13:30 - 14:30	How to Build a Perfect Pitch Deck? <i>Catherine Moonan - Pitch Coach, Dragon's Den</i>

<b>Date</b>	<b>Time</b>	<b>Program</b>
27 July, Wed	10:00 - 11:30	Startup Financial KPIs: Calculation, Presentation & Interpretation <i>Bill Reichert - Managing Director, Garage Technology Ventures</i>
	11:30 - 12:00	Company Valuation & Exit Strategy
	13:30 - 14:30	Pitch Like a Boss!

<b>Date</b>	<b>Time</b>	<b>Program</b>
28 July, Thu Startup Funding	10:00 - 11:30	Fundraising in Focus: How Does It Work? <i>Ravi Belani - Managing Partner, Alchemist, Stanford University</i>
	13:30 - 14:30	Fundraising Made Easy: Crowdfunding <i>Alberto Giusti - Managing Partner, 42Accelerator</i>

Per partecipare ai lavori delle giornate indicate, è necessario comunicarlo in anticipo all'indirizzo [relazioni.media@polito.it](mailto:relazioni.media@polito.it) (i lavori si svolgeranno in lingua inglese).