



## AGENDA

### Workshop “Training for trainers: How to deliver start-up trainings”

20<sup>th</sup> March 2017

Business incubator Novi Sad  
Vojvođanskih brigada 28, 21000 Novi Sad

08:30 – 09:00	<b>Registration</b>	
09:00 – 10:30	What is a Business model?, Customers and Value proposition	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>
11:30 – 11:45	Coffee break	
11:45 – 12:15	Channels, Customer relationships and Revenue Streams, Key resources, Key Activities, Key partners, Cost structure	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>
12:15 – 13:30	Coffee break	
13:30 – 15:00	What is a Customer development? How to define MVP and MVS	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>
15:15 – 15:30	Coffee break	
15:30 – 17:00	How to develop Customer Value Map, How to test MVP and MVS and what to learn	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>



<b>21<sup>th</sup> March 2017</b> <i>Business incubator Novi Sad</i> <i>Vojvođanskih brigada 28, 21000 Novi Sad</i>		
08:45 – 09:00	<b>Registration</b>	
09:00 – 10:30	Revenue Models, Financial Statements Revenue assumptions, Expense assumptions	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>
11:30 – 11:45	Metrics – Customer Acquisition Cost and Lifetime Value,	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>
11:45 – 12:30	Pitch map and basic structure	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>
12:45 – 13:30	Slide building 101	<i>dr Đorđe Ćelić</i> <i>Business incubator Novi Sad</i>