Intensive high level training course proposal

INNOVATION & YOUTH ENTREPRENEURSHIP IN THE MEDITERRANEAN AGRO-FOOD SECTOR

September 16 - November 23, 2019

Course program

Module A: Start-up & Business management (2 weeks)

Day 1
- Startup definitions, theoretical approaches
- Definition of entrepreneur, role in innovation processes
- The startup ecosystem: the role of incubators/accelerators, Venture Capital, Business Angels, crowdfunding

Day 2-3
- Design Thinking, Customer Experience, the definition of the strategy and the analysis of the competition (Blue Ocean Strategy)
- Learning from success: best practices from successful startups

Day 4-5
- The development process of startups: the Lean Startup methodology, Design Sprint, from search (customer discovery) to execution (customer validation and company building)
- Learning from success: best practices from successful startups

Day 6-7
- From Business Model to a Business Plan

Day 8-9
- Digital Marketing and Communication Strategies (Growth Hacking as a useful ally for the startups)
-

Day 10
- Smart management of a startup. Agile methodologies: time and work management, people organization, people recruiting, people management, the importance of the team for a successful startup

- Learning from success: best practices from successful startups

Module B: Agro-food innovation (1 week)
Day 1-2
- New trends in the agro-food sector: innovative products, processes, organization and marketing
- Emerging technologies changing the way of doing business and customer's shopping experience: Digitization, Big Data, IoT, Artificial Intelligence / Machine Learning, Virtual Reality
- How to face innovation and new technologies: understanding the impacts and potential that digital transformation offers in building innovative business models
- Learning from success: best practices from successful startups

Day 3-4
- Techniques and methodologies to create innovative products and services, to improve product performance and to design new services (Design innovation for agro-food sector)
- Learning from success: best practices from successful start-ups

Day 5
- Knowledge transfer system, innovation chain and innovation broker role
- Knowledge management

Module C: Social Innovation in agribusiness (1 week)
Day 1
- Theories and models of social innovation
- Methods of analysis for the identification of social problems and new challenges in rural areas
- Public policies for social innovation

Day 2-3
- Design for social innovation in agrofood sector
- Social innovation and entrepreneurship: new business management, marketing and finance
- Learning from success: best practices from successful start-ups

Day 4
- Working with people and local communities: leadership, group management, Corporate Sustainability, community engagement and management
- Learning from success: Meeting with social enterprises, community cooperatives and other organizations

Day 5

- Sustainability of social innovation: fundraising and financial instruments, crowdfunding, community public funds (calls and notices)
- Theories and methods for impact assessment: theoretical and methodological approaches for measuring the impact of social innovation processes on local development

Module D: Start-up creation in agro-food sector (Project work 6 weeks)

Main topics:
- Identification of ideas and opportunities starting from customers problems and market needs
- Application of a complete process of Lean Startup and Design Sprint approach to validate the business idea (from Job to Be Done to Value Proposition through Customer Discovery and Customer Validation)
- Transforming a business idea into a valuable product/service thanks to Design Thinking and Service Design.
- After validating a business model and building a product/service, develop a brand identity for the new product/service.
- Pitch presentation of the innovative entrepreneurial project.

Evaluation system

The results of the learning activities will be monitored throughout the entire duration of the course upon submission of tests at the end of the training modules.

Participants will prepare and discuss an individual or collective project work applying the acquired knowledge with a final pitch presentation of the innovative entrepreneurial project.

Participants shall attend and actively participate in all lectures, seminars and activities included in the course programme.

Grading System

Tests, reports, and project work will receive a score ranging between 0 and 100. The score is based on participation in all training activities organized as part of the course. The grading system is shown in the following table:

Numerical score	Definition
85-100	Excellent
70-84	Good
50-69	Satisfactory
40-49	Unsatisfactory
0-39	Poor

Certificate

At the end of the course, successful participants will be awarded a Certificate of Attendance accompanied by a transcript of records. For a final result higher than 70,

20 credits will be attributed. These credits will be recognized to participants for their use in further training at CIHEAM Bari.