

	Sunday, August 6 <sup>th</sup>	Monday, August 7 <sup>th</sup> Heart & Prod I	Tuesday, August 8 <sup>th</sup> Head & Prod II-IV	Wednesday, August 9 <sup>th</sup> Hands and Execution	Thursday, August 10 <sup>th</sup> Home
8.30-10.00		Why be an entrepreneur? Why scale? Introductions of Participants	Fundamentals of Product II: - What can you do for your customer? - Closer examination of Core - First 10 customers Step #6: Full Life Cycle Use Case	Fundamentals of Product IV Product Management Steps #14, #20, #21, #22, #24: MVBP, Follow On Markets, Development & Product	Resources & Funding <ul style="list-style-type: none"> <li>• Peter Fusdahl, SB Advisory AS</li> <li>• Jeanett Sandmo, Innovation Norway</li> </ul>
10.00-10.30		BREAK	BREAK	BREAK	BREAK
10.30-12.00		The big picture: 6 Lens for Scaling (#1-#6)	Team Exercise Step #7: High Level Product Specification Team Exercise	Case study Team exercise	Feedback on workshop & questions for Bill as follow ups
12.00-13.00		LUNCH	LUNCH	LUNCH	LUNCH
13.00-13.30		Future OCEAN industry Tanja Hoel, NCE Seafood	Future OCEAN industry, case Mogens Mathisen, Arundo	Future OCEAN industry Hans Petter Hildre, NTNU	
13.30-15.00		Team exercise: Self-assessment	Step #9: Next 10 Customers Team Exercise Step #10 & #11: Core and Competitive Position Team Exercise: Case Study	Corporate Entrepreneurship <ul style="list-style-type: none"> <li>• What is it?</li> <li>• Why do you need it?</li> <li>• What to do? What not to do?</li> <li>• Next steps</li> </ul>	
15.00-15.30		BREAK (with some work)	BREAK	BREAK	
15.30-18.30	17.00 Future OCEAN industry Opening, Torgeir Reve, BI Feeding the world, Karl Almås, SINTEF	Fundamentals of Product I <ul style="list-style-type: none"> <li>• Who is your customer</li> <li>• Doing good PMR</li> </ul>	Fundamentals of Product III: How does your customer acquire your product? Step #12: Decision Making Team Exercise Overview of Windows of Opportunities and Triggers	Digitalization <ul style="list-style-type: none"> <li>• Artificial intelligence Morten Goodwin, UiA</li> <li>• Ocean Technology Ingrid Schjølberg, NTNU</li> </ul>	
19.00-20.00	Networking, dinner buffet	Networking, dinner buffet	Formal dinner	Networking, dinner buffet	