



<u>Date</u>	<u>Topic</u>	<u>Presenter</u>
12 April	Guest lecturer	
19 April	Customers, Value Proposition, Channels, Image	
26 April	Guest lecturer	
3 May	Revenue Model, Cost structure	
10 May	Guest lecturer	
17 May	Customer pains, Competitive advantage, Funding, Competencies	
24 May	Guest lecturer	
31 May	Power balance, Intense competition, Profitability & recurrence, Partnerships	
7 June	Guest lecturer	
14 June	Growth & scalability, Business focus, Cashflow requirements, Network	
19 July	Recap on above	
26 July	Interpretation/ application on above	
2 August	Guest speaker: Pitching	
3 – 22 August	Preparation for pitch	
23 August	Evaluation	