

8 – 10 February, 2019

“Creative Spark” conference

Lviv Tech StartUp School

(ak. Kolessy, 2, Lviv, Ukraine)

**CREATIVE
SPARK**



Higher Education Enterprise
Programme



Program of the conference

8th February, 2019

9:00-9:30	Greetings from rector Lviv Polytechnic and British Council officials (Rector LPNU Y. Bobalo)
9:30-10:00	Presentation of the project “Creative Spark” Dr Alan Flowers and prof. Podolchak
10:00-11:00	Panel №1. Development creative economy enterprises and startups in HEI: English and Ukrainian cases
11:15-12:00	Panel №2. Sparks of creativity in Triangle – Business, Universities and Government
12:00-13:00	Lunch
13:00-15:00	Values and objectives of the course Networking activity – who’s who? Broken hearts business case The business environment
15:00-17:00	Brainstorming about innovation: improvements, developments, innovation waves Create your coffee shop

9th February, 2019

9:00-11:00	Validation of ideas Game - Innovate! Find your own idea – a methodology Presentation the ideas.
11:00-13:00	Customers & value proposition Marketing for beginners – competitors, alternatives, calculating the potential size
13:00-15:00	Introduction to Business Models Uber case Build your business model Canvas models
15:00-17:00	Mentoring Refine your business models

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9:00-11:00	Value & pricing Fixed and variable costs
11:00-13:00	The pitch How to present your idea – cases from business Feedback

