

# diversify

COME AS YOU ARE



## KRAFT LILLESTRØM 2022

MAY 23 - JUNE 03/10

Location workshops:

**Doktorgården**, Kirkegata 2, 2000 Lillestrøm

Location Pitching on 10 June:

**Business Lillestrøm**, Storgata 7, 2000 Lillestrøm

# SCHEDULE

# KRAFT'22

## DAY 1

*Monday, 23 May*

10:00 - 11:00	<b>IVA OGRIZOVIC</b>	LEAN CANVAS TEMPLATE
11:00 - 13:00	<b>CHISOM UDEZE</b>	HOW TO MAKE A BUSINESS PLAN & VALUE PROPOSITION
13:00 - 13:30		LUNCH BREAK
13:30 - 16:30	<b>CHISOM UDEZE, IVA OGRIZOVIC</b>	PRACTICAL SESSION - LEAN CANVAS TEMPLATE

## DAY 2

*Tuesday, 24 May*

10:00 - 12:00	<b>EMMA JACKSON</b>	SKILLS MAPPING
12:00 - 13:00		LUNCH BREAK
13:00 - 13:45	<b>PETER FONGOD</b>	EXPERIENCE SHARING
14:00 - 17:00	<b>RUNE-ANDRE TVEIT</b>	GETTING TO KNOW YOUR CUSTOMER

## DAY 3

*Wednesday, 25 May*

10:00 - 12:00	<b>KIM-ANDRE NIKOLAISEN</b>	BUSINESS ACCOUNTING AND LEGAL
12:00 - 12:30		LUNCH BREAK
12:30 - 14:30	<b>KIM-ANDRE NIKOLAISEN</b>	BUSINESS ACCOUNTING AND LEGAL CONTINUED

## DAY 4

*Friday, 27 May*

10:00 - 11:00	<b>ATEH ATABONG</b>	DESIGN THINKING: THEORY
11:00 - 12:00	<b>ATEH ATABONG</b>	DESIGN THINKING: PRACTICAL SESSION
12:00 - 12:30		LUNCH BREAK
12:30 - 14:15	<b>ATEH ATABONG</b>	DESIGN THINKING: PRACTICAL SESSION CTD.
14:30 - 16:30	<b>DANNY PIERRE-LOUIS</b>	HOW TO USE LINKEDIN AS A MARKETING TOOL

# SCHEDULE

# KRAFT'22

## DAY 5

*Monday, 30 May*

10:00 - 12:00	<b>MERYN WILLETS</b>	WHAT IS AN MVP AND HOW TO LAUNCH YOUR IDEA
12:00 - 13:00		LUNCH BREAK
13:00 - 16:00	<b>MERYN WILLETS</b>	WHAT IS AN MVP AND HOW TO LAUNCH YOUR IDEA: PRACTICAL SESSION

## DAY 6

*Tuesday, 31 May*

9:00 - 11:00	<b>MERYN WILLETS</b>	TACTICS FOR TESTING AND VALIDATION OF YOUR BUSINESS IDEA
11:00 - 12:00		LUNCH BREAK
12:00 - 16:00	<b>MERYN WILLETS</b>	TACTICS FOR TESTING AND VALIDATION OF YOUR BUSINESS IDEA: PRACTICAL SESSION

## DAY 7

*Wednesday, 01 June*

10:00 - 12:00	<b>CHISOM UDEZE</b>	HOW TO SELL AND COMMUNICATE YOUR BRAND
12:00 - 13:00		LUNCH BREAK
13:00 - 15:00	<b>JULIA RICHARDSON</b>	SALES TRAINING: PRACTICAL SALES TECHNIQUES
15:15 - 16:00	<b>SAYANTANI SAHA</b>	EXPERIENCE SHARING

## DAY 8

*Thursday, 02 June*

10:00 - 12:00	<b>CHISOM &amp; IVA</b>	PITCH PRACTISE
12:00 - 13:00		LUNCH BREAK
13:00 - 15:00	<b>CHISOM &amp; IVA</b>	PITCH PRACTISE
15:15 - 16:00	<b>NIKKI MICHELLE SOO</b>	RESILIENCE: HOW TO DO A STARTUP WITHOUT GOING CRAZY AND BURNING OUT

## DAY 9

*Friday, 03 June*

10:00 - 12:00	<b>SELENA STØBACK</b>	PROGRESS TOGETHER
12:00 - 13:00		LUNCH BREAK
13:00 - 16:00	<b>DIVERSIFY TEAM</b>	WORK ON PITCH WITH GUIDANCE AND FEEDBACK FROM DIVERSIFY TEAM

## PITCHING DAY at Business Lillestrøm

*Friday, 10 June*

09:30 - 09:50	CHECK-IN WITH DIVERSIFY TEAM
10:00 - 12:00	PITCHING OF THE BUSINESS IDEAS
12:00 - 13:00	LUNCH BREAK
13:00 - 15:00	JUDGES DELIBERATE
15:00 - 16:00	ANNOUNCEMENT OF WINNERS AND GRADUATION CEREMONY