Program details:

1 October: Kick off (community meeting)

<u>14.00 – 21:00   Virtual or in person - @ Open Innovation Hub, Fujifilm Europe (Tilburg, NL)</u>

- presentation of participating teams (video <1'') introducing the team
- Assessment criteria: (1) Originality, (2) Feasibility (3) Sustainability (4) Use of Fujifilm technology
- introduction of the challenge program and technologies
- ideation tools, brainstorming,
- initial feedback from technical experts

1-29 October – Ideation (per team)
- development of business idea and business model (within teams)
- feedback from Fujifilm (on demand)
- coaching sessions (weekly, per university)
- deliverable: initial business model

29 October – Midterm session (community meeting)

<u>17.00 – 21:00   Virtual or in person – @ Thomas More UAS (Geel, Belgium)</u>

- Discussing main challenges and bottlenecks, lessons learned, achievements
- Preparation of the customer validation process: Tools & Tricks

29 October – 10 December – Customer Development (per team)
- Testing the business models at real customers
- coaching sessions (weekly, per university)
- deliverable: tested business model

10 December – Endgame (community meeting)

>17.00 Check in at hotel - Minibus pick up from hotel.

<u>17.00 – 21:00   In person - @ Open Innovation Hub, Fujifilm Europe (Tilburg, NL)</u>

- per team: product video (<2''), pitch (<5''), Q&A with Jury:
  - Sustainability: which sustainable issue do you address?
  - Value Proposition: What is the problem? Which solution do you offer?
  - Which customer segment? Include responses of initial potential customers
  - Feasibility: How do you put your idea into practice: (1) what are your activities (2) with which partners do you co-operate (3) what are the main types of cost & revenue?
- poster presentations & discussions
- voting by the audience (10'' via mobile phones)
- Jury evaluation – awarding ceremony

21.00   Transport to hotel

>21.00   Drinks & Networking in Tilburg

11 December

9h00 – 13h00   Visit to Open Innovation Hub and Fujifilm factory, including lunch

13h30   Minibus to railway station. Train to Amsterdam Schiphol airport (flexible)