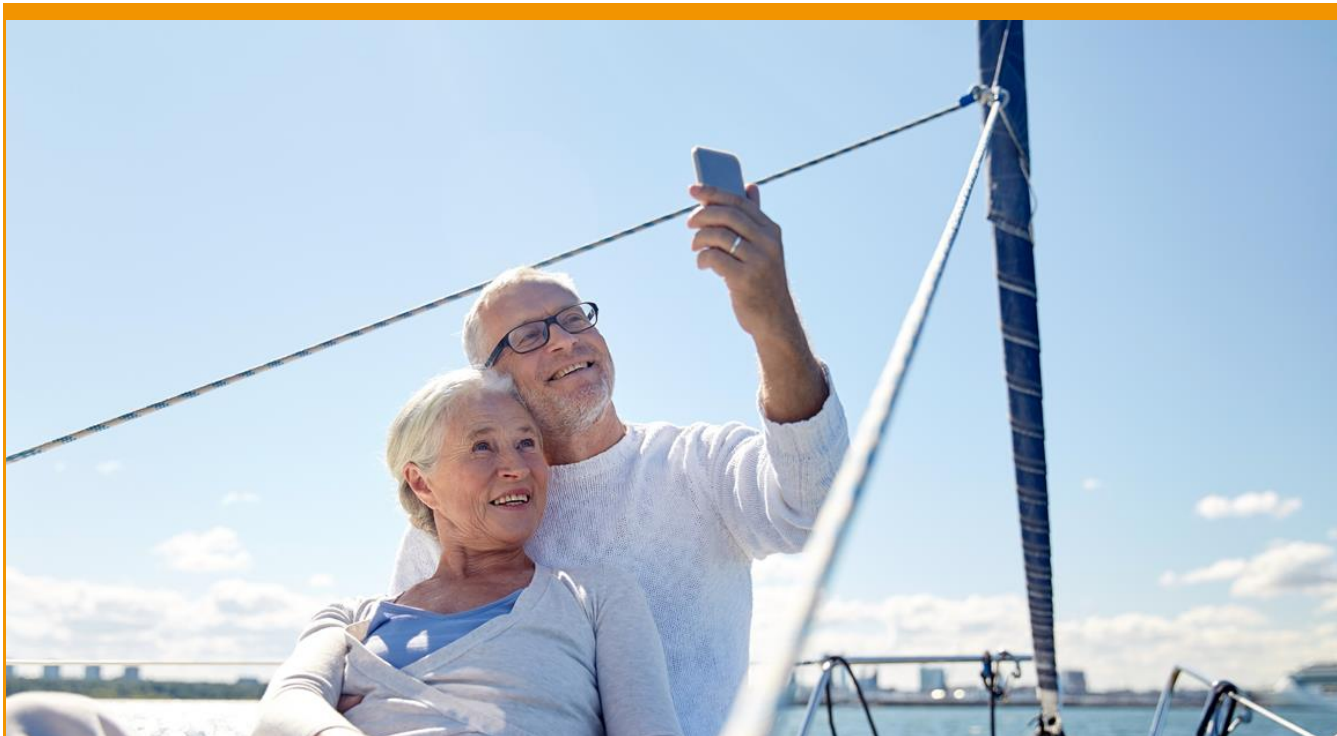




ASSISTED LIVING TECHNOLOGIES
FOR THE HEALTH TOURISM SECTOR



ASSISTED LIVING TECHNOLOGIES FOR THE HEALTH TOURISM SECTOR

SUMMER SCHOOL

Program

Lisbon

23-27th October 2017

&

4-7 December 2017

Monday, 23 October 9:30-12:30 / 14:00-17:00

1. CHALLENGE

- Introduction ALHTOUR
- Introduction SSF
- Structure of the program
- Business Model Canvas Introduction
- Service design introduction
- Stakeholders map
- Presentation by region representative
- Team division/team building

Tuesday, 24 October 9:30-12:30 / 14:00-17:00

2. INDUSTRY INSIGHTS

- Trends
- Presentation of expert from the industry (Alhtour)
- Customer profile (pains/gains)
- Research tools/techniques to get customer's insights
- Prepare research

Wednesday, 25 October 9:30-12:30 / 14:00-17:00

3. FIELDTRIP

- Info Market- start-ups and best practices of Assisting living and health
- Afternoon: active research

Thursday, 26 October 9:30-12:30 / 14:00-17:00

4. COSTUMER JOURNEY

- Customer insights prioritization of pains/gains
- Identify opportunities
- Ideation, Idea enrichment, Idea selection
- Customer journey

Friday, 27 October 9:30-12:30

5. BUSINESS IDEATION

- Persona
- Value Proposition
- Plan of actions for the break between 1st and 2nd week
 - Check if idea already exists (other countries/industries)

- **DURING NOVEMBER** -

6. BUSINEES MODEL ELABORATION (One day availability)

- Online coaching via skype
- Assistance of Business Idea development

7. FEEDBACK (On request, via skype)

- Feedback on homework
- Online coaching session via skype

- **WEEK TWO** -

Monday, 4 December 14:00-17:00

8. PROTOTYPING

- Reflect and iteration on insights of 1 week
- Prototype
- Redesigning the customer journey
- Validate

Tuesday, 5 December 9:30-12:30 / 14:00-17:00

9. BMC

- Business Model Canvas
- Channels
- Customer relationships
- Key partners
- Key resources
- Key activities
- Revenue streams
- Costs

Wednesday, 6 December 9:30-12:30 / 14:00-17:00

10. IMPLEMENTATION AND PREPARATION

- Exponential Organizations
- Launching the business idea
- Entrepreneurial Thinking
- Pitch Preparation

Thursday, 7 December 9:30-12:30

11. PITCH

- Presentations of teams
- Feedback
- Key takeaways