

DREAM, BELIEVE, ACHIEVE

February 2018 - October 2018

PHASE 3: YOUTH ENTREPRENEURSHIP WORKSHOP	
Time	Activity
Saturday, 28th July 2018, Day 1	
Arrival and getting unpacked	
21:00	Dinner
Free time	
Sunday, 29th July 2018, Day 2	
8:00 - 9:30	Breakfast
10:00 - 10:30	Introduction to scalable entrepreneurship <i>Trainer: Ana Blasco Santacruz</i>
10:30 - 11:30	Understanding risk and return Dealing with fear and the importance of failure <i>Trainer: Ana Blasco Santacruz</i>
11:30 - 12:00	Coffee break
12:00 - 13:00	Continuation of the previous session Questions & Answers <i>Trainer: Ana Blasco Santacruz</i>
13:00 - 14:00	Lunch
14:30 - 16:30	The Canvas model – Theory. Applying the Canvas model Sharing our business ideas and business plan: a debate is created in which the possible difficulties and solutions are presented. <i>Trainer: Ana Blasco Santacruz</i>
16:30 - 17:00	Coffee Break
17:00 - 18:00	Work on business plans <i>Trainer: Ana Blasco Santacruz</i>

21:00	Dinner
Monday, 30th July 2018, Day 3	
8:00 - 9:30	Breakfast
10:00 - 11:00	Why entrepreneurs raise money How to make investors invest in start-ups
11:00 - 11:30	Coffee Break
11:30 - 13:00	Business sustainability Sustainable tourism and SDG <i>Trainer: Marina Cruz Blasco</i>
13:00 - 14:00	Lunch
14:30 - 16:00	Market opportunity Strategic and operational marketing How to chose a favorable market for a start-up Analyzing market types Elements of a start-up marketing strategy Sales and distribution strategies for start-ups <i>Trainer: José María De Juan Alonso</i>
16:00 - 16:30	Coffee Break
16:30 - 18:30	Work on business plans <i>Trainer: José María De Juan Alonso</i>
18:30 - 21:00	Cultural Visit to Madrid
21:00	Dinner at "Museo del Jamón Restaurant" in Madrid Website: http://www.museodeljamon.com/ Address: https://goo.gl/maps/Upz9Qjddkak
Tuesday, 31th July 2018, Day 4	
7:00 - 8:30	Breakfast
9:00 - 11:15	Visit to "Center for Innovation of the Tourism Sector of the Sierra Norte de Madrid" Municipal network for sustainable tourism in the north of Madrid Website: https://www.sierranortemadrid.org/

	Address: https://goo.gl/maps/uwT7j9DKzDs
11:45 - 13:15	<p>Visit to Agroturismo “El Capriolo”. A hostelry establishment that is in the rural environment with an associated agricultural and farming exploitation.</p> <p>Website: http://agroturismoelcapriolo.es/en/</p> <p>Address: https://goo.gl/maps/NDW3AA12Pbs</p>
13:15	Picnic Lunch
16:00 - 18:00	<p>Final presentation for potential funders</p> <p>Invitation to experts evaluators of a financial institution</p> <p><i>Experts: Ismael Ortíz Peñas and José María De Juan Alonso</i></p>
20:30	Cocktail
Wednesday, 1st August 2018, Day 5	
7:00 - 10:30	Breakfast
Departure	

Trainers:

- **Ana Blasco Santacruz** - Training and career counseling expert.
- **Marina Cruz Blasco** - Project Manager in Koanconsulting. Sustainable tourism expert.
- **José María De Juan Alonso** - Director and Founder in Koanconsulting. Strategic & operational marketing and market opportunity expert.
- **Ismael Ortíz Peñas** - Trainer and CEO of Touristfy!. Entrepreneurship expert.