



# Program

## 1 October: Kick off (community meeting)

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

- presentation of participating teams: Introducing the team – [Video 1]
- 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 October – 29 October: Ideation

- teams work on the development of business idea and business model
- feedback from Fujifilm (on demand)
- coaching sessions (weekly, per university)
- deliverable: business idea and initial business model

## 29 October: Midterm session (community meeting)

17.00 – 21:00 Virtual

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

## 29 October – 10 December: Customer Development

- teams work on the testing (validating) the idea and business models with real potential customers
- coaching sessions (weekly, per university)
- deliverable: validated business model

## 10 December: Endgame (community meeting)

17.00 – 21:00 Virtual

- per team: a product video [video 2], a pitch
- 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 will you put your idea into practice
- per team: poster presentations & discussions
- voting by the audience [via mobile phones]
- Jury evaluation and awarding ceremony