

diversify
COME AS YOU ARE



KRAFT LILLESTRØM 2021

JUNE 14 - JUNE 25

SCHEDULE

KRAFT'21

DAY 1

Monday, 14 June

9:00 - 10:30	CHISOM UDEZE, IVA OGRIZOVIC	MIND MAP FOR KRAFT PROGRAM
10:30 - 12:30	CHISOM UDEZE	HOW TO MAKE A BUSINESS PLAN & VALUE PROPOSITION
12:30 - 13:30		LUNCH BREAK
13:30 - 14:15	SARA PESTANA	EXPERIENCE SHARING
14:30 - 16:00	CHISOM UDEZE & DIVERSIFY TEAM	PRACTICAL SESSION - LEAN CANVAS TEMPLATE

DAY 2

Tuesday, 15 June

09:00 - 9:50		CHECK-IN WITH DIVERSIFY TEAM
10:00 - 12:00	MERYN ZUMBO WILLETS	CHOOSING A VIABLE IDEA
12:00 - 13:00		LUNCH BREAK
13:00 - 16:00	HYACINTH WALTERS- OLSEN	ENTREPRENEURIAL MINDSET

DAY 3

Wednesday, 16 June

10:00 - 12:00	MERYN ZUMBO WILLETS	WHAT IS AN MVP AND HOW TO LAUNCH YOUR IDEA?
12:00 - 13:00		LUNCH BREAK
13:00 - 16:00	MERYN ZUMBO WILLETS	WHAT IS AN MVP AND HOW TO LAUNCH YOUR IDEA: PRACTICAL SESSION

DAY 4

Thursday, 17 June

10:00 - 11:30	ATEH ATABONG	DESIGN THINKING: THEORY
11:30 - 12:30		LUNCH BREAK
12:30 - 16:00	ATEH ATABONG	DESIGN THINKING: PRACTICAL SESSION

SCHEDULE

KRAFT'21

DAY 5

Friday, 18 June

10:00 - 12:00	KIM-ANDRE NIKOLAISEN	DIGITALISATION
12:00 - 13:00		LUNCH BREAK
13:00 - 16:00	KIM-ANDRE NIKOLAISEN	ACCOUNTING & LEGAL

DAY 6

Monday, 21 June

9:00 - 11:30	CHISOM UDEZE	MARKET RESEARCH FOR GROWTH
11:45 - 12:30		PRESENTATION BY BUSINESS LILLESTROM
12:30 - 13:30		LUNCH BREAK
13:30 - 15:30	CHISOM UDEZE	PRICING
15:45 - 16:30		CHECK-IN WITH DIVERSIFY TEAM: MIND MAP

DAY 7

Tuesday, 22 June

09:00 - 12:00	CARL-JOHAN SYLVAN	LEAN STARTUP METHODOLOGIES
12:00 - 13:00		LUNCH BREAK
13:00 - 13:45	KA MAN MAK	EXPERIENCE SHARING
14:00 - 14:45	DEJAN ANTIC	EXPERIENCE SHARING

DAY 8

Wednesday, 23 June

09:30 - 09:50		CHECK-IN WITH DIVERSIFY TEAM: WHERE ARE YOU ON YOUR BUSINESS PLAN
10:00 - 12:00	MERYN ZUMBO WILLETS	TACTICS FOR TESTING AND VALIDATION OF YOUR BUSINESS IDEA
12:00 - 13:00		LUNCH BREAK
13:00 - 16:00	MERYN ZUMBO WILLETS	TACTICS FOR TESTING AND VALIDATION OF YOUR BUSINESS IDEA: PRACTICAL SESSION

SCHEDULE

KRAFT'21

DAY 9

Thursday, 24 June

09:00 - 12:00	HYACINTH WALTERS-OLSEN	OVERCOMING LIMITATIONS OF ENTREPRENEURSHIP THROUGH PARTNERSHIPS AND COLLABORATION
12:00 - 13:00		LUNCH BREAK
13:00 - 16:00	HYACINTH WALTERS-OLSEN, CHISOM UDEZE	STORYTELLING TO PRESENT YOUR IDEA/PRODUCT IN A COMPELLING WAY (TO POTENTIAL CUSTOMERS AND INVESTORS)

DAY 10

Friday, 25 June

09:00 - 09:50	CHECK-IN WITH DIVERSIFY TEAM
10:00 - 13:00	PITCHING OF THE BUSINESS IDEAS
13:00 - 14:00	LUNCH BREAK
14:00 - 15:00	JUDGES DELIBERATE
15:00 - 16:00	ANNOUNCEMENT OF WINNERS AND GRADUATION CEREMONY

Tuesday, 29 June

10:00 - 12:00	KRAFT MENTORSHIP PROGRAM: AN OVERVIEW
---------------	---------------------------------------