



2nd Workshop

Entrepreneurship and Innovation

12th October 2021 - Novotel Ghent Centrum, Belgium

Tuesday, 12th October 2021

09.30-11.15 **Introduction**

This session will be used to quickly go through the main concepts learnt in the previous workshop, address questions and doubts from participants, and briefly introduce the topics for this workshop.

11.15-11.30 *Coffee break*

11.30-13.30 **Presentations**

Each team will present the outcome of the work made on the business model canvas and minimum viable product for the entrepreneurial ideas explored in the first workshop and subsequent coaching sessions. A discussion among all participants will follow about the difficulties encountered, potential pivots, and future steps.

13.30-14.00 *Lunch*

14.00-15.45 **Managerial Accounting**

The teams will be introduced to the importance of measuring value creation performance and to the main measures used in business. Principles of managerial accounting will be introduced through a sample venture and applied to their cases.

15.45-16.00 *Coffee break*

16.00-17.30 **Fundraising**

One of the most difficult challenges to start a new venture is to raise the capital needed to cover expenses. Depending on the nature of the venture, the capital requirements might be quite high. In this part of the workshop, participants will learn about different opportunities to access to finance.

