THE EUROPEAN PARTNERSHIP PROGRAMME

IDEA CREATION AND REFINEMENT

AGENDA

17th May 2023, 14.00-16.30 CET

Registration link:

https://us06web.zoom.us/meeting/register/tZMocO2grj0qHtTwVY44U49uxUmaOziEaAcJ

Main topics of the session: 1) Idea generation and idea evaluation 2) Idea refinement		
14.00-14.10	**Introduction**	**Gabriella Dellino**
14.10-15.20	**Idea generation and idea evaluation** It will introduce the process of generating ideas, including brainstorming, mind mapping, and other creative techniques. Participants will be involved in a group work. It will explain the importance of evaluating ideas to determine their viability and potential success. Participants will discuss the criteria for evaluating ideas, such as market demand, feasibility, and profitability.	**Davide De Nicolò** **Gabriella Dellino** **Anna Ressa**
15.20-15.30	**Break**	
15.30-16.15	**Idea refinement.** It will be introduced to the process of refining ideas to make them more viable and successful. Discuss the techniques for refining ideas, such as prototyping, user testing, and feedback analysis.	**Davide De Nicolò** **Gabriella Dellino** **Anna Ressa**
16.15-16.30	**Conclusions**	

Within the time limits and the online presentation, the two modules will see the direct involvement of the participants who will be able to present real concrete cases of their business.

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