

# Schedule & Deadlines for the Challenge

## Schedule for the Challenge

### Monday

|          |   |
|----------|---|
| 09:00 am | Launch of the Challenge ( <i>Live</i> )                       |
| 09:40 am | Introduction to the Topic ( <i>Pre-recorded</i> )             |
| 11:30 am | Problem Framing ( <i>Pre-recorded</i> )                       |
| 12:15 pm | Collaboration & Innovation Process<br>( <i>Pre-recorded</i> ) |
| 01:40 pm | Market Research ( <i>Pre-recorded</i> )                       |
| 02:45 pm | Afternoon Review ( <i>Live</i> )                              |

### Tuesday

|          |  |
|----------|--|
| 09:00 am | Morning Briefing ( <i>Live</i> )             |
| 09:30 am | Mentoring Sessions ( <i>Live</i> )           |
| 09:45 am | Financial Accounting ( <i>Pre-recorded</i> ) |
| 11:30 am | Communications ( <i>Pre-recorded</i> )       |
| 01:30 pm | Peer Feedback Session ( <i>Live</i> )        |
| 02:45 pm | Afternoon Review ( <i>Live</i> )             |

### Wednesday

|          |   |
|----------|---|
| 09:15 am | Morning Briefing ( <i>Live</i> )                              |
| 09:30 am | Marketing & Communications<br>( <i>Pre-recorded</i> )         |
| 09:45 am | Formal Writing & The Business Case<br>( <i>Pre-recorded</i> ) |
| 01:35 pm | Financial Workshop ( <i>Live</i> )                            |
| 02:45 pm | Afternoon Review ( <i>Live</i> )                              |

### Thursday

|          |  |
|----------|--|
| 09:00 am | Morning Briefing ( <i>Live</i> )       |
| 09:30 am | Morning Check In ( <i>Live</i> )       |
| 10:00 am | Business Case Workshop ( <i>Live</i> ) |
| 11:30 am | Marketing Workshop ( <i>Live</i> )     |
| 01:45 pm | Afternoon Check-In ( <i>Live</i> )     |
| 02:50 pm | Afternoon Review ( <i>Live</i> )       |

### Friday

|          |                                      |
|----------|--------------------------------------|
| 09:00 am | Morning Briefing ( <i>Live</i> )     |
| 09:15 am | Business Launch Video Filming        |
| 12:00 pm | Pressure Cooker ( <i>Live</i> )      |
| 01:40 pm | Business Launch Video Peer Judging   |
| 02:15 pm | Student Review + Q&A ( <i>Live</i> ) |
| 02:45 pm | Awards ( <i>Live</i> )               |

## Deadlines Across the Challenge

### Stage 1: Problem Framing

|              |                            |
|--------------|----------------------------|
| Mon 11:05 am | Resources Website Check    |
| Mon 02:15 pm | Problem Frame [Gate Check] |

### Stage 2: Ideation

|              |                             |
|--------------|-----------------------------|
| Mon 02:40 pm | Team MOU                    |
| Tue 09:30 am | Mentoring Session           |
| Tue 09:45 am | Team Agenda                 |
| Tue 12:30 pm | Elevator Pitch [Gate Check] |

### Stage 3: Developing

|              |                                 |
|--------------|---------------------------------|
| Tue 03:00 pm | Planning Canvas                 |
| Wed 09:30 am | Team Agenda                     |
| Wed 11:30 am | Market Research                 |
| Wed 12:30 pm | Draft Financial Tables          |
| Wed 01:45 pm | Draft Business Case Due         |
| Wed 02:35 pm | Marketing Strategy [Gate Check] |

### Stage 4: Presenting

|              |   |
|--------------|---|
| Thu 09:30 am | Team Agenda                             |
| Thu 02:30 pm | Completed Financial Tables              |
| Thu 02:30 pm | Completed Business Case                 |
| Thu 02:45 pm | Marketing Materials                     |
| Thu 05:00 pm | Business Launch Storyboard [Gate Check] |

### Stage 5: Prototyping

|              |                                    |
|--------------|------------------------------------|
| Fri 12:00 pm | Business Launch Video              |
| Fri 12:00 pm | Pressure Cooker                    |
| Fri 01:40 pm | Business Launch Video Peer Judging |
| Fri 02:45 pm | Awards Ceremony                    |