

Schedule & Deadlines for the Challenge

Schedule for the Challenge

Monday

09:00 am	Launch of the Challenge
09:30 am	Introduction to the Topic
10:30 am	Problem Framing
11:30 am	Collaboration & Innovation Process
01:00 pm	Market Research
01:45 pm	Afternoon Review

Tuesday

09:00 am	Morning Welcome
09:15 am	Mentoring Sessions
09:15 am	Financial Accounting
10:35 am	Morning Briefing
12:00 pm	Communications
01:15 pm	Peer Feedback Session
01:45 pm	Afternoon Review

Wednesday

09:00 am	Morning Briefing
09:10 am	Marketing & Communications
09:30 am	Formal Writing & The Business Case
01:00 pm	Financial Workshop
01:45 pm	Afternoon Review

Thursday

09:00 am	Morning Briefing
09:30 am	Business Case Workshop
11:00 am	Marketing Workshop
01:00 pm	Afternoon Check In
01:45 pm	Afternoon Review

Friday

09:00 am	Morning Briefing
09:10 am	Business Launch Video Filming
11:30 am	Pressure Cooker
12:30 pm	Business Launch Video Peer Judging
01:20 pm	Student Review + Q&A
05:30 pm	Awards

Deadlines Across the Challenge

Stage 1: Problem Framing

Mon 10:00 am	Resources Website Check
Mon 01:30 pm	Problem Frame [Gate Check]

Stage 2: Ideation

Mon 01:45 pm	Team MOU
Tue 09:15 am	Mentoring Session
Tue 10:30 am	Team Agenda
Tue 01:00 pm	Elevator Pitch [Gate Check]
Tue 02:00 pm	Elevator Pitch Feedback

Stage 3: Developing

Tue 03:30 pm	Planning Canvas
Wed 10:00 am	Team Agenda
Wed 11:00 am	Market Research
Wed 12:00 pm	Draft Financial Tables
Wed 01:15 pm	Draft Business Case Due
Wed 01:45 pm	Marketing Strategy [Gate Check]

Stage 4: Presenting

Thu 09:30 am	Team Agenda
Thu 01:00 pm	Completed Financial Tables
Thu 01:00 pm	Completed Business Case
Thu 01:30 pm	Marketing Materials
Thu 04:30 pm	Business Launch Storyboard [Gate Check]

Stage 5: Prototyping

Fri 11:15 am	Business Launch Video Presentation
Fri 12:30 pm	Pressure Cooker Due
Fri 01:20 pm	Business Launch Video Peer Judging
Fri 05:30 pm	Awards Ceremony