Hangout 1

Team E - 20 May 2021, 7 - 8 pm CET
Team E - Your trainer today

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Rules of engagement

- This session will be recorded and made available on the Athlete365 platform.
- We have designed this session in the most interactive way possible: there is allocated time for Q&A as well as Group Work and discussions.
- During the trainer’s presentation: keep your **CAMERA ON** and your **MICRO OFF**
- The chat function has been enabled. Use it for informal greetings to the participants. There will be allocated time for Q&A, for which we will send you a Miro link.
- All questions are moderated so make sure the questions you ask are in line with the topic. We will do our best to take as many of them during the session.
- Excellence, Respect & Friendship! Keep the Olympic values in mind at all times
Team E - Agenda

19:00 - 19:20  Introduction & Impulse Presentation

19:20 - 19:40  Peer-to-Peer Sparring

19:40 - 19:55  Question Lab

19:55 - 20:00  Closing
Objectives

The first Hangout will help you...

... validate the thoughts you have put into ideation

... get an understanding of how others ideate

... focus on the most important aspects of your idea

... get answers to open questions and move forward with your business idea
Speed Dating

Gather in groups of 3 and get to know each other!

(5 minutes)
Time to take a photo
What makes a good business idea?

Presentation and Interactive Exercise
Key Success Factors
Am I passionate about it?
Do I have the resources?
Is my idea feasible?
Do people like the product?
Is there a Market for it?
Are my target customers able to pay for it?
Formulating a Business Idea

Sell yummy smoothies. Reach break-even after 1 year and become employer of the year by 2025.
Formulating a Business Idea

Could you be more precise?

Sell yummy smoothies. Reach break-even after 1 year and become employer of the year by 2025.
Formulating a Business Idea

Sell algae-infused smoothies. Reach break-even after 1 year and become employer of the year by 2025.
Formulating a Business Idea

Sell algae-infused smoothies. Reach break-even after 1 year and become employer of the year by 2025.

Doesn’t sound very yummy!
Formulating a Business Idea

Sell green smoothies based on algae.
Reach break-even after 1 year and become employer of the year by 2025.
Formulating a Business Idea

To whom?
Sell green smoothies based on algae.
Reach break-even after 1 year and become employer of the year by 2025.
Formulating a Business Idea

Sell green smoothies based on algae mainly to people suffering from lack of nutrients, e.g. due to chronic diseases. Reach break-even after 1 year and become employer of the year by 2025.
Formulating a Business Idea

Sell green smoothies based on algae mainly to people suffering from lack of nutrients, e.g. due to chronic diseases. Reach break-even after 1 year and become employer of the year by 2025.
Formulating a Business Idea

Sell green smoothies based on algae mainly to people suffering from lack of nutrients, e.g. due to chronic diseases. Reach break-even after 1 year and become employer of the year by 2025.

Would rather hear something about your purpose!
Formulating a Business Idea

Sell green smoothies based on algae mainly to people suffering from lack of nutrients, e.g. due to chronic diseases. Algae are cultivated in large basins that absorb CO2 emissions in peri-urban areas. Our workforce mainly consists of unemployed youth.
Formulating a Business Idea

Sell green smoothies based on algae mainly to people suffering from lack of nutrients, e.g. due to chronic diseases. Algae are cultivated in large basins that absorb CO2 emissions in peri-urban areas. Our workforce mainly consists of unemployed youth.
Peer-to-Peer Sparring

Get valuable feedback!
TEAM E: In groups of 2...

...write down your idea in 3 sentences and present it to your peer!

Get feedback from your peer on

- how understandable is it?
- Is there any central element missing?

You have 20 minutes in total - 10 minutes each!

Please use the following Miro Board:
https://miro.com/app/board/o9J_lDyNSzs=/$
Team E - Question Lab
What are your questions?

https://miro.com/app/board/o9J_lFcVFWw=/
Outlook

Let’s wrap this day up!
Team A - Welcome to Phase 2

Hangout 1
20 May 2021, 7 - 8 pm CET

Hangout 2
3 June 2021, 7 - 8 pm CET

Hangout 3:
17 June 2021, 7 - 8 pm CET
PREPARATION OF YOUR APPLICATION FOR PHASE 3
(Olympians only / Applications to be submitted May 28th - June 11th, 2021)

Supporting tool:
Athlete 365 Business Accelerator Online Course
Next steps - Your Task

Write a 200 words narrative on your idea and explain how it contributes to solving a problem that you have identified!
● This session has been recorded and will be available on Athlete365 platform.

● You will also receive the newsletter on Friday May 21st with the material of this session and informations about the next steps.
Thank you