

BALTICLAB 2.0 PROJECT DEVELOPMENT PROGRAMME

Module Two

Tallinn, March 21-25, 2014



Friday, 21 March

10:00-12:00	Hotel Arrival Swissotel Tornimäe Street 3, 10145 Tallinn
12:00-14:00	Lunch and Welcome At Swissotel
14:00-14:30	Walk to Tallinn Creative Incubator Veerenni 24, 10135 Tallinn
14:30-15:10	Welcome and expectation Module 2 Balticlab “ Bob Ross your mentor ”
15:10-15:30	Intro to Tallinn Creative Incubator Few words by Helén Nilsson , Head of Baltic Sea Unit, Swedish Institute
15:30-16:30	Strategic Design - Marco Steinberg
16:30 - 17:00	Coffee-break
17:00 - 19:00	Presentations of each group and feedback on projects Each group: -7 minutes presentation -7 minutes feedback
19:00 - 19:30	Walk to dinner
19:30 - 21:00	Dinner Bocca Restaurant - Olevimägi 9, Tallinn 10123
21.30	Optional: Local Pop Up event

Saturday, 22 March

8:30 - 9:30	Breakfast
09:30 - 10:00	Walk to Creative Incubator
10:00- 10:40	Bronisław's and Marilyn's Kula
10:40 - 11:20	Talk by Hrafnkell Birgisson - “The Designer as Entrepreneur - Self Initiated Company Collaborations”
11:20-12:10	Inspiring talk by Agnieszka Jacobson-Cielecka
12:10-12:30	Introducing experts of the day Hrafnkell Birgisson Christer Lundahl Rokas Tamošiusas Agnieszka Jacobson-Cielecka
12:30-14:00	Lunch at Creative Incubator
14:00 - 17:00	Project time with experts of the day Hrafnkell Birgisson Christer Lundahl Rokas Tamošiusas Agnieszka Jacobson-Cielecka
17:30- 18:10	Inspiring Talk Rokas Tamošiusas
18:10-19:00	Kula closing

Saturday, 22 March

19:00-19:30	Q&A on Balticlab
19:30 - 20:00	Bus to dinner
20:00-22:30	Dinner Ruhe - Kala kinnistu, Neeme küla, 74226 Jõelähtme Parish Dinner with local entrepreneurs plus project time on the location

Sunday, 23 March

8:00 - 10:00	Breakfast
10:00 - 10:30	Walk to Creative Incubator
10:30 - 11:00	Once a week Balticlab Rituals
11:00 - 11:40	Prototyping by Hlin Helga
11:40-12:00	Introducing experts of the day Hlin Helga Christer Lundahl Helen Piir - BalticFashion
12:00 - 14:30	Sunday Brunch with Group Work
14:30- 16:00	Project time with experts of the day Hlin Helga Christer Lundahl Helen Piir - BalticFashion Katrin Jaaska Maarja Pehk (Coffee-break included)
16:00-16:15	Coffee Break
16:15-17:00	Baltic Fashion by Helen Piir
17:00 - 19:00	Evening at Rundum - 19 Uus street, Tallinn
19:00 - 21:00	Dinner - Swissotel Tornimäe Street 3, 10145 Tallinn

Monday, 24 March

8:00 - 9:00	Breakfast
09:00 - 9:30	Walk to Creative Incubator
09:30- 10:15	Hack THE Game
10:15 - 11:15	Introducing HAs, PAs and Experts of the day Shawn Wescott Ruth Brännvall Mike Reiner
11:15 - 12:00	"Lean Startup and Validation" by Mike Reiner
12:00-13:00	Project time with HAs, PAs and Experts of the day
13:00 - 14:00	Lunch at Creative Incubator
14:00 - 17:00	Project time with HAs, PAs and Experts of the day Shawn Wescott Ruth Brännvall Mike Reiner Preparations for presentations on Tuesday
17:00 - 17:40	"Innovation Management" by Ruth Brännvall
17:40-18:30	Wise Closing of the day
18:30- 19:00	Walk to dinner
19:00 -21:00	Dinner with Guests & Local Entrepreneurs F-Hoone Restaurant Telliskivi 60a, Tallinn

Tuesday, 25 March

8:00 - 9:00	Breakfast and check out of hotel during this hour
09:00 - 10:00	Presentations at Swissotel 4 Presentations and feedback Each group: -7 minutes presentation -7 minutes feedback
10:00-10:15	Coffee Break at Swissotel
10:15-11:30	Presentations at Swissotel 4 Presentations and feedback Each group: -7 minutes presentation -7 minutes feedback
11:30- 12:30	Preparing to Warsaw and evaluation
12:30-13:30	Lunch at Swissotel
13:30 - 16:00	Free time to work