SCHEDULE OF ACTIVITIES

WEEK 1

**MONDAY AUGUST 6, 2018**

Hochschule Fresenius,12 East 41 Street, 15th Floor, (Between Madison and 5th Ave), New York, NY 10017

9.00am: Registration

9.30am:  **Module 1 – Identifying Opportunity**

11.30am: Guest Speaker – [Seth Maerowitz](https://www.bloomberg.com/research/stocks/private/person.asp?personId=12647009&privcapId=10161070&previousCapId=10161070&previousTitle=ShipXpress,%20Inc.)

12.30pm: Break for Lunch

2.00pm:  **Module 2 – Building the Business Plan**

**TUESDAY AUGUST 7, 2018**

SAP Headquarters, 10 Hudson Yards, (on 30th Street and 10th Avenue), New York, NY 10001

9.00am:  [SAP Innovation Tour](https://news.sap.com/2017/04/sap-accelerates-innovation-in-new-york-city-with-launch-of-sap-next-gen-program/)

10.00am:  [Hasso-Plattner Institute](https://hpi.de/en/the-hpi/organization/locations/new-york.html) – [Introduction to Design Thinking](https://hpi.de/en/the-hpi/organization/locations/new-york.html)

12.00pm:  [Akshata Philar](https://www.linkedin.com/in/akshata-philar-4a46b916) (Community Manager, [SAP.iO Foundry](http://www.sap.io/foundry/%22%20%5Ct%20%22_blank))

6.00pm: Extracurricular Activity – [One World Observatory](https://oneworldobservatory.com/en-US)

**WEDNESDAY AUGUST 8, 2018**

Hochschule Fresenius,12 East 41 Street, 15th Floor, (Between Madison and 5th Ave), New York, NY 10017

9.30am:  **Module 3 – Protecting your Intellectual Assets**

10.30am: Guest Speaker – [Joseph Murphy](https://www.linkedin.com/in/attorneyjosephmurphy)

Bowlmor Times Square, 222 W 44th St, (Between 7th Ave and 8th Ave), New York, NY 10036

12.30pm: Extracurricular Activity – [Bowling](https://www.bowlmor.com/location/bowlmor-times-square) (includes light lunch)

Hochschule Fresenius,12 East 41 Street, 15th Floor, (Between Madison and 5th Ave), New York, NY 10017

2.00pm:  **Module 4 – Go-To-Market Strategy**

**THURSDAY AUGUST 9, 2018**

German Accellerator Tech, 433 Broadway, New York, NY 10013

10.00am:  [German Accellerator](https://germanaccelerator.com/)

11.00am:  **Module 5 – Identifying Resources**

Hochschule Fresenius,12 East 41 Street, 15th Floor, (Between Madison and 5th Ave), New York, NY 10017

2.00pm:  **Module 6 – Mapping Online Strategy**

