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## 3 Day Boot Camp Agenda for the HHS Ignite Accelerator

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## Day 1: Monday the 12th

<b>Time</b>	<b>Topic</b>	<b>Who</b>	<b>Description of Activity</b>
9:00-9:30	Welcome!	Bryan + Read + Dean	Remarks
9:30-10:00	Project Intros	The 13 Project Leads	Each team has 60 seconds to announce where they're from and the problem they're solving
10:00-11:30	Design Thinking Workshop	Team Activity led by UMD	<p>Oral Hygiene Exercise:</p> <ul style="list-style-type: none"> <li>• Interview teammates on oral hygiene</li> <li>• Develop low resolution prototype based on interviews</li> <li>• Debrief on exercise.</li> </ul> <p>A few teams will be called on to describe their prototypes to everyone.</p>
11:30-12:30	Lunch	--	Teams are on their own
12:30-1:45	Introduction to Customer Segmentation and Value Proposition	Lecture by UMD	<p>We will introduce only these 2 items of the Business Model Canvas.</p> <p>Lecture includes descriptions on the different types of customers.</p>
1:45-2:30	Teams Work on Things	Open Working Session	Teams work by themselves to define who their customers are and their value proposition to each customer. They may develop a sketch / concept of their prototype.
2:30-5:00	Interview Workshop	Workshop led by UMD	Teams get an overview of how to conduct an interview before practicing right then and there.
5:30 +	Happy Hour	HHS will find the location	

## Day 2: Tuesday the 13th

<b>Time</b>	<b>Topic</b>	<b>Who</b>	<b>Description of Activity</b>
9:00-9:30	Welcome to Day 2	Read + Mentors	We welcome the mentors
9:30-11:00	Working Session with Mentors	Open Working Session	Teams present their project idea (problem, customer, value prop, prototype) to their mentor.
11:00-11:30	Break out session for feedback	Teams break into 2 groups	Teams make their elevator pitch to Dean / Edmund who provide feedback
11:30-12:30	Lunch	--	Lunch will be provided
12:30-1:30	Break out session for feedback (cont'd)	Teams break into 2 groups	Teams make their elevator pitch to Dean / Edmund who provide feedback
1:30-2:00	Prepare for Interviews	--	Teams work with their mentor to refine the presentation and remarks based on the feedback.
2:00-4:00	Conduct Interviews	--	Teams conduct 2-4 real interviews. These should be scheduled in advance of the Boot Camp.
4:00-4:30	Interview Feedback and Synthesis	Workshop (UMD)	Teams discuss their interviews and get feedback from their mentor on how they could have been improved
4:30-5:30	Working Session	--	Update Customer Segmentation, Value Prop, etc based on the interviews.

## Day 3: Wednesday the 14th

<b>Time</b>	<b>Topic</b>	<b>Who</b>	<b>Description of Activity</b>
9:00-10:30	Break out session for feedback	Teams break into 2 groups	Teams make their elevator pitch to Dean / Edmund who provide feedback
10:30-11:30	Working Session	--	Teams prep for the end of Day presentation.
11:30-12:30	Lunch	--	Teams are on their own.
12:30-2:30	Working Session	--	Teams prep for the end of Day presentation. Items to be presented are: <ul style="list-style-type: none"> <li>• Elevator Pitch</li> <li>• Problem Statement</li> <li>• Customer Segments</li> <li>• Value Props</li> <li>• Prototype / Draft</li> </ul>
2:30-4:30	End of Boot Camp Presentations	--	Teams present final materials to entire cohort.  7 minutes per team (5min presentation + 2min feedback)
4:30-5:00	Closing Remarks	UMD + HHS	Closing comments and discussion on the next 3 months leading up to the Shark Tank.