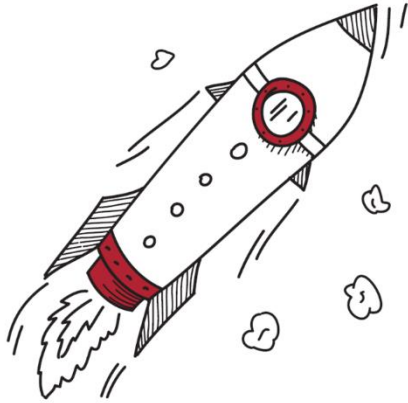


Aluflexpack Innovation **challenge #3**



Welcome to Day 2!

11 September 2024

“We become the most integrated success maker for a lasting packaging experience!”

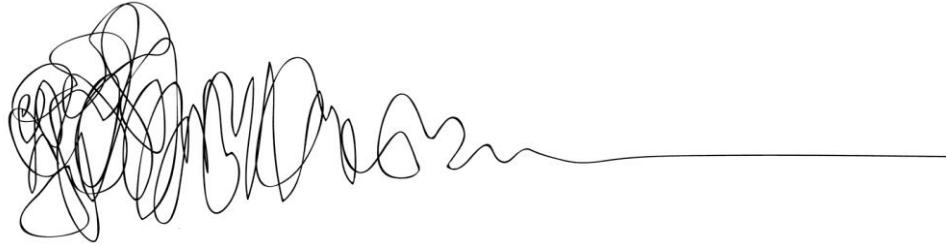
Recap

We discussed the innovation process...

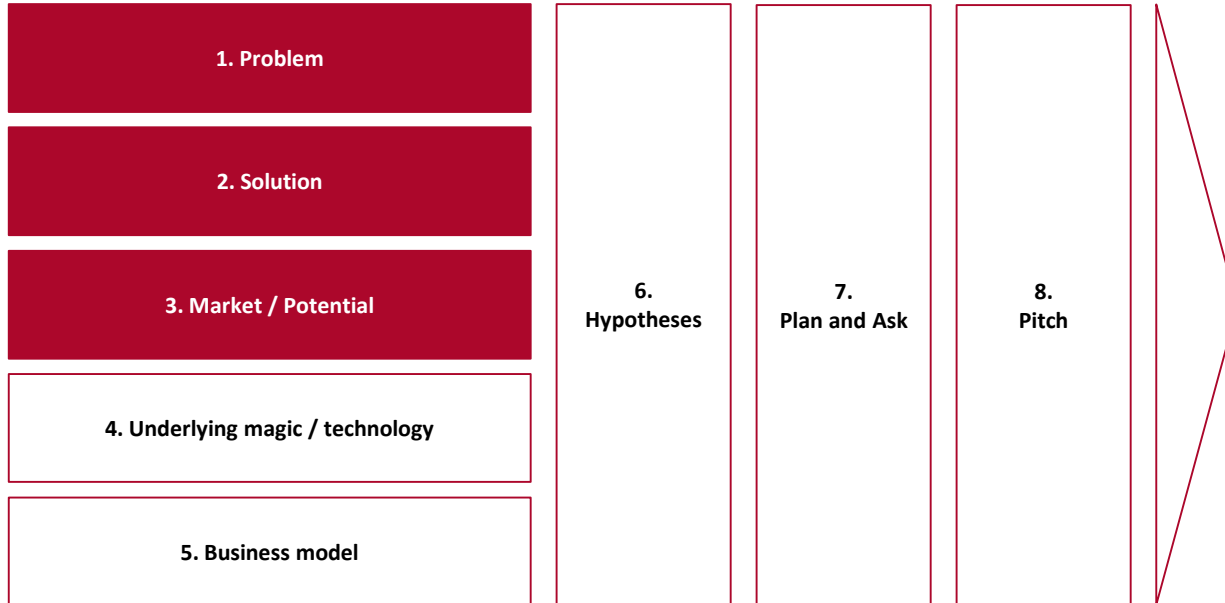
SEARCH

versus

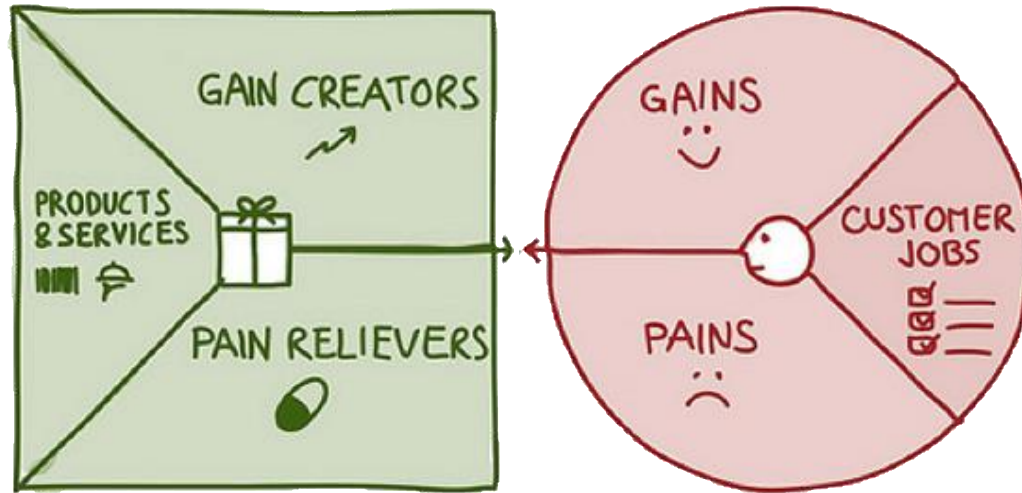
EXECUTION



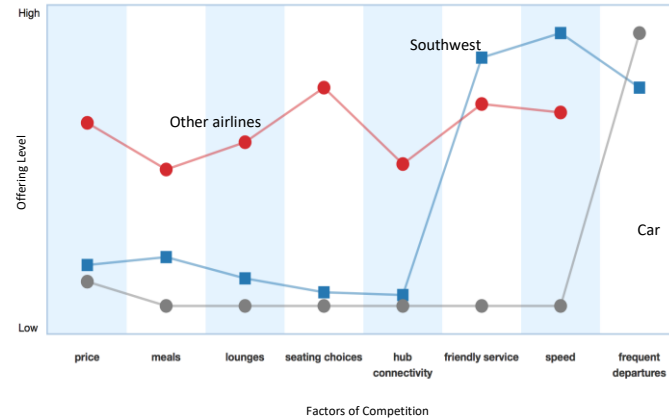
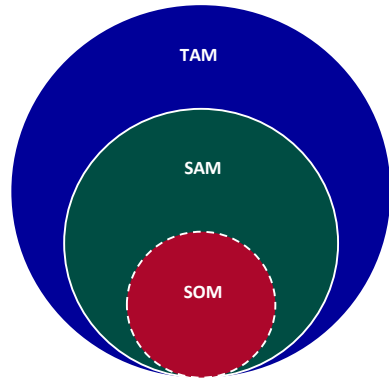
... started maturing our ideas



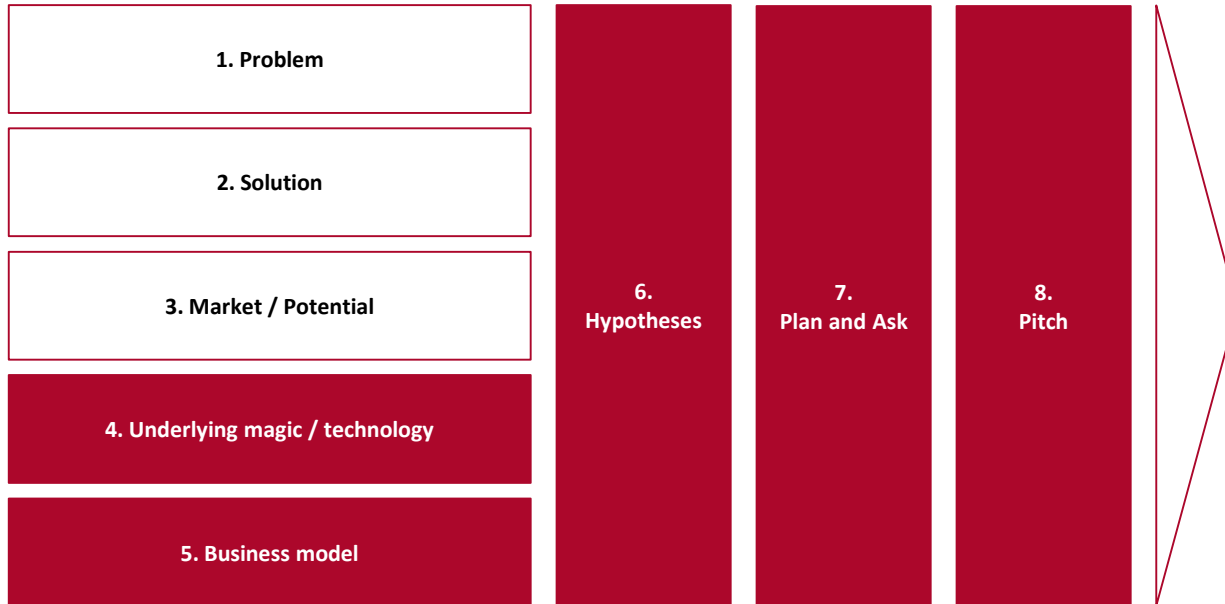
...mapped our value propositions



...assessed the market



Today ...



Bootcamp Agenda

	Tuesday (10 Sep)	Wednesday (11 Sep)	Thursday (12 Sep)
AM	Welcome & Introductions	3: Underlying magic / technology (training and team work)	7: Pitch preparations cont'd (team work)
	Team exercise	4: Business Model (training and team work)	Dragon's Den (teams pitching)
	1: Value Proposition – the target customer (training and team work)		
LUNCH			
PM	1: Value Proposition – the solution (training and team work)	5: Hypothesis mapping (training and team work)	Capturing learnings + Next steps (Plenum)
	2: Positioning & Potential (training and team work)	6: The Plan & Ask (training and team work)	
DINNER		7: Pitch preparations (training)	End at 2pm
	Social event	7: Pitch preparations cont'd (team work)	