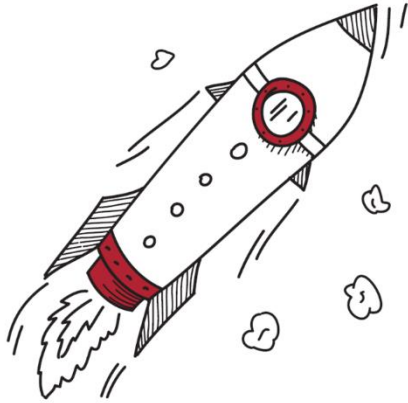


Aluflexpack Innovation **challenge #3**



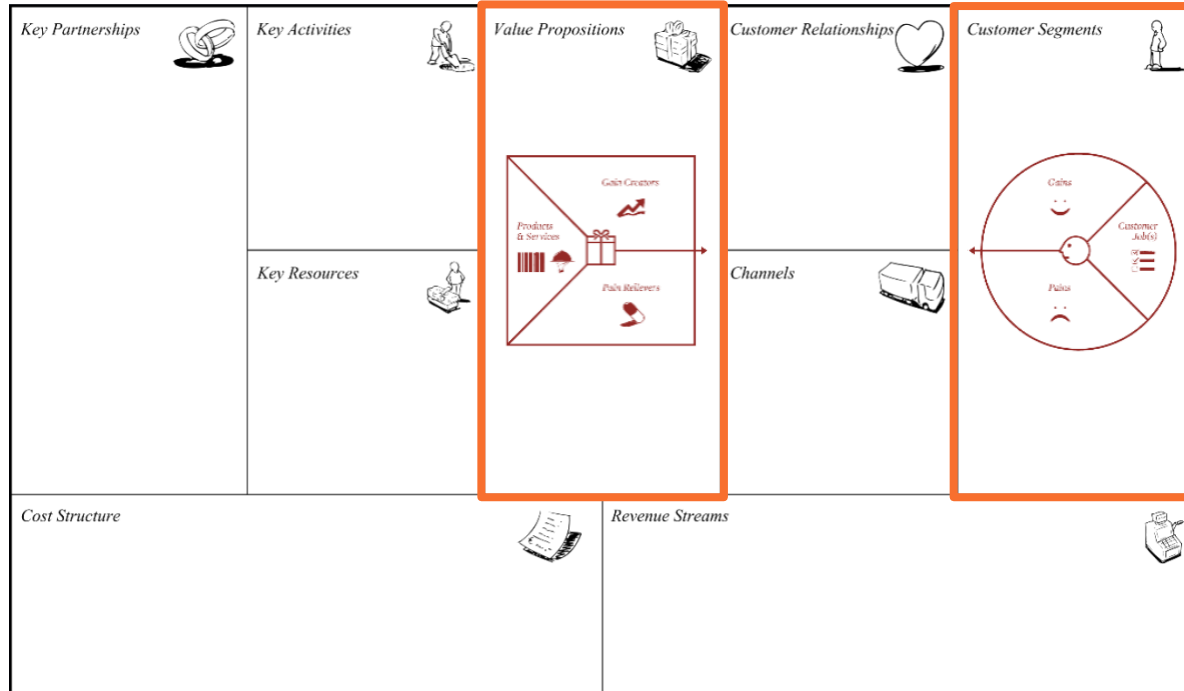
Welcome to Day 3!

12 September 2024

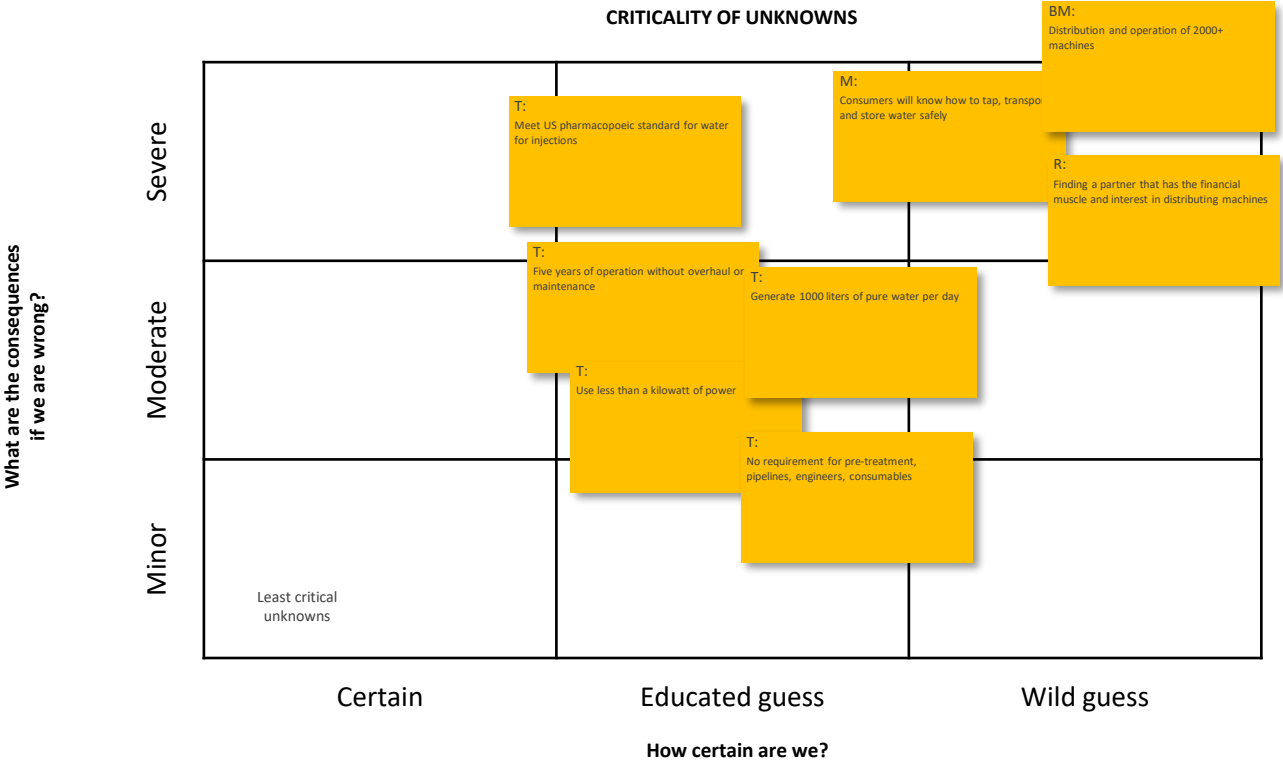
“We become the most integrated success maker for a lasting packaging experience!”

Recap

We discussed the Business Model canvas



... mapped and prioritized our Hypotheses



... developed tests to validate our hypotheses

The image displays three overlapping templates for designing tests to validate hypotheses. Each template is structured as follows:

TEST NAME:				
Hypotheses - We believe that ...	Key activities	Team	Cost (EUR)	Duration/ hours
Test - To verify that we will				
Metric - And measure ...				
Criteria - We are right if ...				

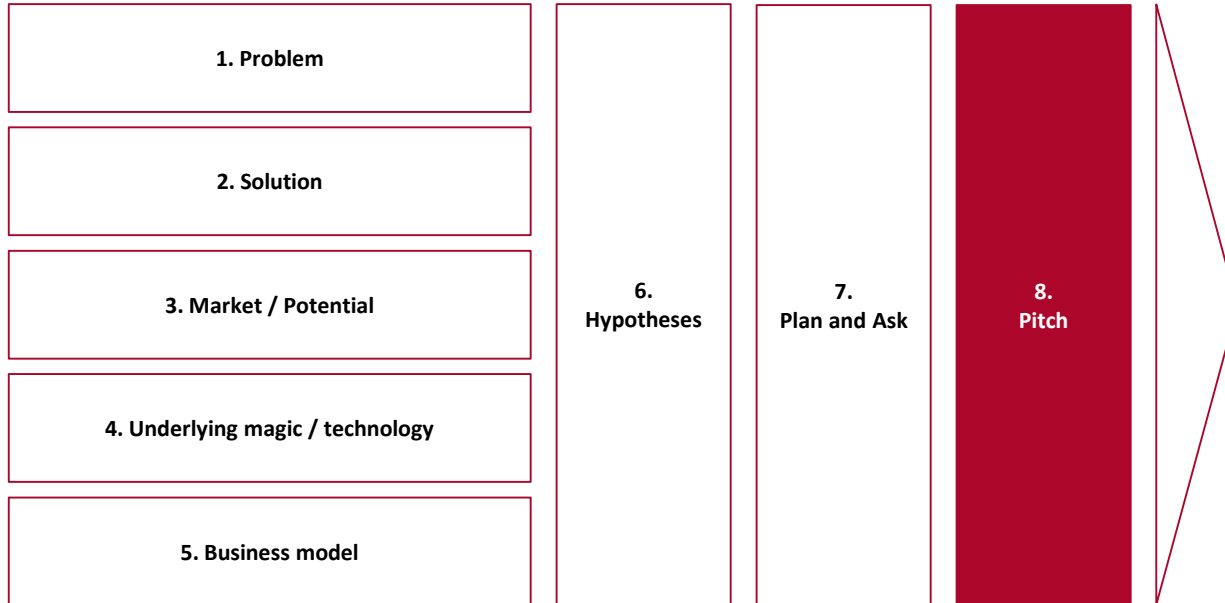
The three templates are shown in increasing size and overlap from top-right to bottom-left, illustrating the iterative development of tests.

... and started developing our pitches

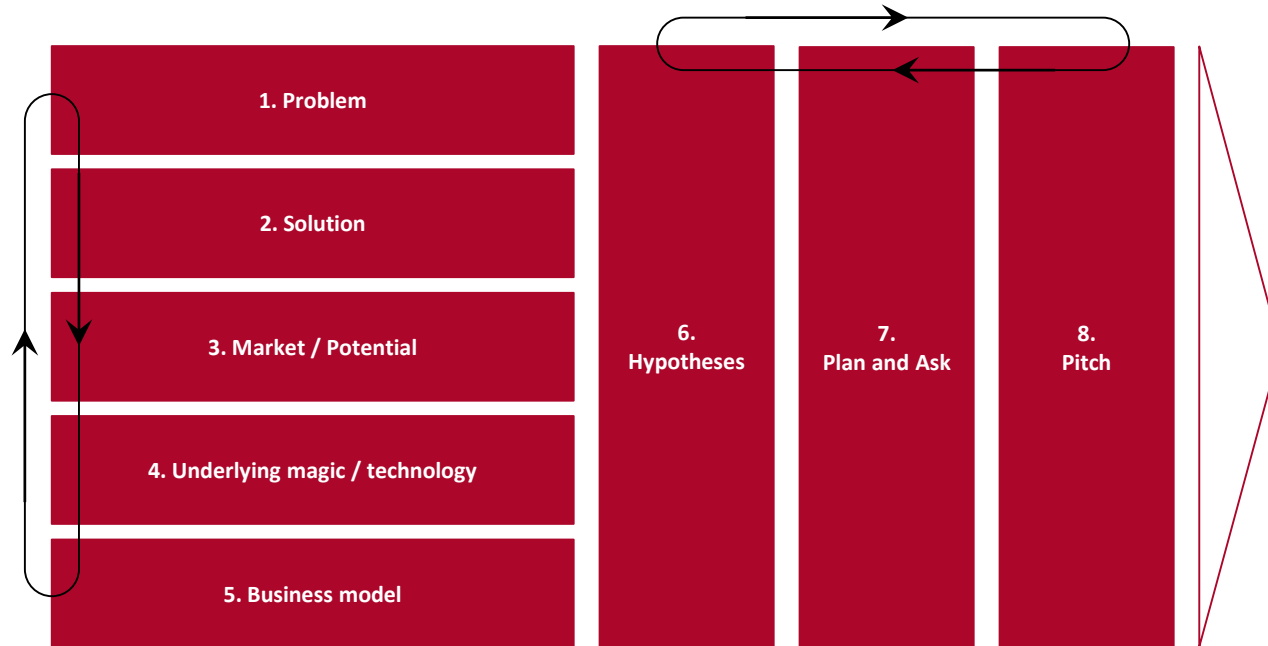
The image displays a sequence of six overlapping pitch deck slides for AirBed&Breakfast, arranged from left to right and slightly offset to show depth. Each slide has a light blue border and a white background.

- Welcome:** Features the AirBed&Breakfast logo in blue and pink, with the tagline "Book rooms with locals, rather than hotels." and a footer with contact information.
- Problem:** Discusses the issue of finding accommodation for customers.
- Solution:** Describes the platform as a local connection to the city, allowing users to rent out their rooms.
- Market Size:** Includes a blue box with the text "SHARE CULTURE" and "local connection to the city".
- Business Model:** Shows a circular chart with "84M" and "TRIPS W/AB&B" (Share of Market).
- Financial:** Displays a bar chart comparing "B&B REVENUE" and "REVENUE over 12 months", with a target of "\$2M".

Today ...



Today ...



Dragons' Den

Format:

- **10 minute pitch** – keep the slides down, add details in back-up
- **10 minutes Q&A** and feedback

Some ground rules:

- ✓ A projector will be available – bring your own computer or send the slides
- ✓ You can use your own presentation format
- ✓ Any prop that supports your pitch may be used for the presentation
- ✓ One person to pitch is recommended, and other team members can support during Q&A

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)	