

# CLEANTECH ARMENIA NATIONAL ACADEMY

## 2014 AGENDA

### July 3 – 5, 2014

#### Thursday, July 3, 2014

Time	Subject	Speaker / Activity
9:00 am - 9:30 am	Registration	
9:30 am – 9:45 am	Welcome	Mrs. Anahit Simonyan, Head of UNIDO Operations in Armenia Mr. Bagrat Yengibaryan, Director, Enterprise Incubator Foundation Mr. Frunzik Voskanyan, National Project Coordinator, UNIDO-GEF Cleantech Armenia Project
9:45 am – 10:30 am	Introductions	<ul style="list-style-type: none"> <li>o Cleantech Armenia team introduction</li> <li>o Global Cleantech Open team introduction</li> <li>o Team Introductions/ Initial elevator pitches</li> </ul>
	3 Day Overview	<ul style="list-style-type: none"> <li>o Presentation by US team (Paul deGive and Kevin Braithwaite)</li> <li>o Applied process with several team-specific workshops</li> </ul>
10:30 am – 10:45 am	Enterprise Incubator Foundation’s Ongoing Programs	Mr. Bagrat Yengibaryan, Director, Enterprise Incubator Foundation
10:45 am – 11:00 am	Break	
11:00 am – 1:00 pm	Business Model Validation vs Business Plan	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
	Business Model Canvas	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
	Product/Market fit – Customer/Target Market Discovery <ul style="list-style-type: none"> <li>o Identifying the beachhead segment</li> <li>o Customer Segmentation</li> <li>o Nailing the pain” the problem to be solved, the job to be done</li> <li>o Is the pain big and monetizable?</li> </ul>	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
	WORKSHOP 1	All teams
1:00 pm – 2:00 pm	Lunch	
2:00 pm – 2:30 pm	WORKSHOP 1 Continues	All teams

2:30 pm – 4:00 pm	Product/Market fit – Customer/Target Market Validation <ul style="list-style-type: none"> <li>○ Revenue model and Pricing</li> <li>○ Basis of Competition and Product Competitive Advantage</li> <li>○ Quantifying the Value Proposition</li> <li>○ First run at elevator pitch</li> </ul>	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
	WORKSHOP 2	All teams
4:00 pm – 4:20 pm	Break	
4:20 pm – 6:00 pm	Product/Market fit – Customer/Target Market Opportunity <ul style="list-style-type: none"> <li>○ Sizing the target/beachhead segment</li> <li>○ Identifying adjacent segments</li> <li>○ Sizing those markets</li> <li>○ Getting early adopters and pilot customers</li> </ul>	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
	WORKSHOP 3	All teams

## NATIONAL ACADEMY 2014 AGENDA

### Friday, July 4, 2014

Time	Subject	Speaker / Activity
9:30 am - 10:30 am	Markets and Getting to Them <ul style="list-style-type: none"> <li>○ Profiling the customer and their buying habits and process (“customer relationships”)</li> <li>○ Creating demand</li> <li>○ Determining the right channels to Market</li> <li>○ Determining right partnerships to leverage to market</li> </ul>	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
	WORKSHOP 4	All Team
10:30 am – 10:50 am	Break	
10:50 am – 11:05 am	Granatus Ventures, Programs Presentation	Ashot Arzumanyan, Associate, Granatus Ventures
11:05 am – 1:00 pm	Product/Technology Validation	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
	WORKSHOP 5	All teams
1:00 pm – 2:00 pm	Lunch	

2:00 pm – 2:30 pm	WORKSHOP 5 continues	All teams
2:00 pm – 2:15 pm	Small and Medium Entrepreneurship Development National Center, programs presentation	Karen Gevorgyan, Deputy Executive Director, SME DNC
2:15 pm – 2:30 pm	Intellectual Property in Armenia	Andranik Khachikyan, Deputy Head, Intellectual Property Agency, Ministry of Economy of The Republic of Armenia
2:30 pm – 4:00 pm	Finances and Funding	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Cleantech Armenia Business Trainer
	WORKSHOP 6	All teams
4:00 pm – 4:20 pm	Break	
4:20 pm – 6:15 pm	Team	Paul deGive, National Curriculum Chair, The Cleantech Open Sergey Tantushyan, Cleantech Armenia Business Trainers
	WORKSHOP 7	All teams

## NATIONAL ACADEMY 2014 AGENDA

### Saturday, July 5, 2014

Time	Subject	Speaker / Activity
9:30 am - 10:30 am	Legal <ul style="list-style-type: none"> <li>○ Organization</li> <li>○ Intellectual Property</li> </ul>	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Cleantech Armenia Business Trainer
	WORKSHOP 8	All Teams
10:30 am – 10:50 am	Break	
10:50 am – 1:00 pm	<ul style="list-style-type: none"> <li>• Executive Summary</li> <li>• Investors Presentation</li> </ul>	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Cleantech Armenia Business Trainer
	WORKSHOP 9	All Teams
1:00 pm – 2:00 pm	Lunch	
2:00 pm – 4:00 pm	Elevator Pitch/Value Proposition – Second run	Paul deGive, National Curriculum Chair, The Cleantech Open Agassy Manoukian, Sergey Tantushyan, Cleantech Armenia Business Trainers
		All Teams
4:00 pm – 4:15 pm	Evaluations & Testimonials	All Teams
	Wrap-up and Next Steps	Paul deGive, National Curriculum Chair, The Cleantech Open Frunzik Voskanyan, National Project Coordinator, Cleantech Armenia Project