

## Pre-acceleration program Navigator of the Innovator. GreenTech "

### Description:

The project BBC1 invite all stakeholders of GreenTech to take part in the program "Navigator of the innovator. GreenTech".

"Navigator of the innovator. GreenTech" is an intensive program accredited by the Innovation Promotion Foundation. At the program, participants will be united into project teams in the following areas: waste management and resource recovery, alternative energy sources, energy conversion technologies and systems, energy hubs, hydrogen technologies, environmentally friendly transport, green construction, eco-educational projects, etc.

The program will take place from May 19 to May 22 in St. Petersburg at the ITMO University site. Finland participants have an opportunity to take part in the lectures in terms of the program.

What will you get on the program:

- ☑ understanding what business tools help an entrepreneur sell their product as early as possible;
- ☑ tools that reduce the risks of project death;
- ☑ value proposition, understanding of possible models of project monetization;
- ☑ knowledge of how to package a project to meet the requirements of venture funds, development institutions, potential business partners..

Program of the lectures:

May 19

10:30 - 11:40 Keynote speakers. Nikolay Pitirimov, Head of the Clean Technologies Cluster for the Urban Environment. Alexey Asach, Faculty of Energy and Environmental Technologies. Oleg Pertsovsky, director of the energy efficient technologies cluster of the Skolkovo Foundation (record). (RUS-FIN translation)  
 17:00 - 18:00

Lecture. Market, segmentation, target audience. Where does the creation of successful products begin?  
 Maxim Ivanov (RUS)

May 20

10:00 - 11:00 Master class. Customer oriented product development (cusdev). How to understand what the client needs? Igor Kudinov (RUS-FIN translation)  
 14:00 - 15:00 Lecture. Product image, value and value proposition. Igor Kudinov (RUS)

May 21

10:00 - 11:00 Lecture. Business Models of Green Companies. Maxim Ivanov (RUS-FIN translation)  
 14:00 - 14:30 Lecture. Finnish Experience&Lessons Learned in GreenTech Innovation & Development Cluster approach. Evilina Lutfi, Business Development Director in Green Net Finland (RUS-FIN translation)

May, 22



10:00 - 10:30 Lecture. Product development plan, prototype and MV (B) P. Maxim Ivanov (RUS)

14:00-17:00 Presentation projects to the jury (RUS)

Participation is free. <https://forms.gle/rxjdzd3Z3Unex3Mx5>

## Participants

Students, business representatives. GreenTech stakeholders.

## Organizers

- Skolkovo Foundation
- Skolkovo Open University
- ITMO University

## Website

<https://opus.sk.ru/ni-greentech>



**Business in Biotechnology**  
and Circular Economy



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