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| Date | Day 1: Ideation, Planning, and Store Setup | | | |
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On the first day of the Bootcamp, participants will focus on ideation and concept development for their e-commerce store. The day will start with an overview of the e-commerce landscape, including trends, consumer behavior, and best practices. Participants will then work through exercises to help them identify their target audience, understand their needs, and develop a unique value proposition for their e-shop. Throughout the day, participants will work in small groups to brainstorm and refine their ideas, considering feasibility, scalability, and potential for differentiation. By the end of the day, each group will have a well-defined concept for their e-commerce store and a preliminary business plan.

| | Timetable | Speaker | Topic | Workshop Activities | |
|--------------------|----------------|--------------|---|--|--|
| June, Wed 21/06 | 9:15 to 9:35 | Hubert Joo | e-Commerce: A Journey of Opportunity and Transformation | | |
| | 9:45 to 10:05 | Hubert Joo | The Idea Accelerator: Your Screening Checklist for Business Opportunities | | |
| | 10:10 to 12:00 | | Workshop 1 | Opportunity Screening Checklist Template | |
| | 12:00 to 13:00 | Lunch Break | | | |
| | 13.15 to 13.35 | Hubert Joo | 8 Key Elements of Business Models in e-Commerce | | |
| | 13:45 to 15:00 | | Workshop 2 | 8 Key Elements of a Business Model | |
| | 15:00 to 15:45 | Coffee break | | | |
| | 16:00 to 16:20 | Hubert Joo | B2C and B2B Business Models in e-Commerce | | |
| | 16:30 to 18:00 | | Workshop 3 | Shopify Startup: Setup Your Online Store | |
| | 18:00 to 19:00 | Dinner | | | |
| | 19:10 to 19:30 | Hubert Joo | Business Intelligence and Competitor Analysis | | |
| | 19:30 to 21:00 | | Workshop 4 | Competitor Analysis Template | |