

Date	Day 3: Testing, Refinement, and Launch		
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On the final day of the Bootcamp, participants will focus on testing, refining, and launching their e-commerce stores. The day will start with an overview of testing, optimization strategies, and analytics. Participants will then work to refine and optimize their stores based on feedback and data insights. By the end of the day, each group will have a fully optimized and functional e-commerce store ready for launch. The Bootcamp will conclude with a group discussion and reflection on lessons learned and the next steps for each team.

	Timetable	Speaker	Topic	Workshop Activities
June, Fri 23/06	9:00 to 10:00		Workshop 6	Optimize, Launch & Thrive
	10:00 to 10.30	Florian Bacquier	Acquisition Strategy on e-commerce for D2C (direct to consumer) and B2B2C	
	10:30 to 12:00	Alfonso Ballesteros	Mentoring & Feedback (online)	
	12:00 to 13:00	Lunch Break		
	13:00 to 15:00		Workshop 6	Optimize, Launch & Thrive
	15:00 to 16:00	Coffee break		
	16:00 to 16:30	Christine Gneuss	Optimizing Your Online Store: SEO and Content Strategies for E-Commerce Success	
	16:30 to 18:00	Christine Gneuss	Mentoring & Feedback (online)	
		18:00 to 19:00	Dinner break	
19:00 to 20:00		Christine Gneuss	Mentoring & Feedback (online)	
19:00 to 21:00			Workshop 7	Refinement