

D&E Academy Review Workshop

Faculty of Economics - University of Niš

11/02/2026

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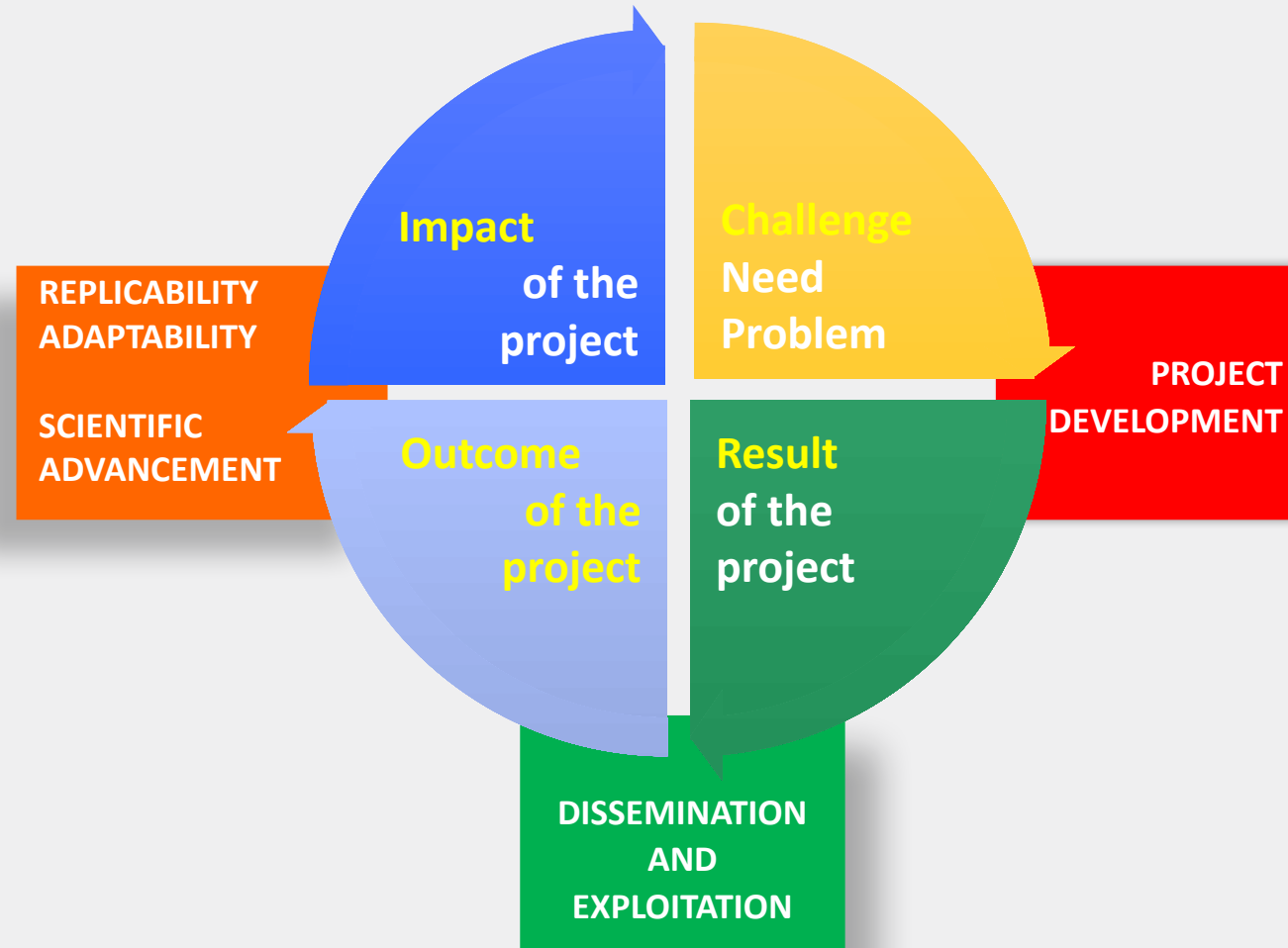


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Review Workshop – 11.02.2026 - Agenda

1 st part - Morning	
09:00-09:30	Face-to-face presentation and introduction of the day
09:30-11:00	Identification of the “market”: review of the Market Definition Canvas (according to the exploitation intentions) (<i>one in-person session and one online session</i>)
11:00-11:20	Coffee break
11:20-12:50	Identification of the competitive advantage: review of the Value Proposition Canvas (according to the exploitation intentions) (<i>one in-person session and one online session</i>)
12:50-13:00	Wrap up & end of the first part
13.00-14.00	Lunch break
2 nd part - Afternoon	
14:00-14:15	Introduction of the second part of the Workshop
14:15-14:45	Introducing the dissemination strategy (<i>online</i>)
14:45-15:45	Tools and methodologies for implementing dissemination (<i>online</i>)
15:45-16:05	Coffee break
16:05-17:05	Designing your exploitation strategy: characterisation table, exploitation roadmap and Lean Canvas
17:05-17:35	Q&A
17:35-17:50	Wrap up & End of meeting

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Today's Agenda

2 nd part - Review Workshop	
14:00-14:15	Introduction of the second part of the Workshop
14:15-14:45	Introducing dissemination strategy (<i>online</i>)
14:45-15:45	Tools and methodologies for implementing dissemination (<i>online</i>)
15:45-16:05	Coffee break
16:05-17:05	Designing your exploitation strategy: characterisation table, exploitation roadmap and Lean Canvas
17:05-17:35	Q&A
17:35-17:50	Wrap up & End of meeting