

## MEGA 2012 Program

Tuesday nights from 5.30pm to 8.30pm unless otherwise indicated

<b>Date</b>	<b>Topic</b>
<b>Feb 28</b>	<b>Overview and Speed Networking</b>
<b>March 6</b>	<b>Lessons from the Market (case studies) and Team Formation</b>
<b>March 13</b>	<b>Idea Generation and Team Formation</b>
<b>March 20</b>	<b>Introduction to the Business Model and Customer Development</b>
<b>March 27</b>	<b>Value Proposition</b>
<b>April 3</b>	<b>Customers/Users/Channels</b>
<b>April 10</b>	<b>Tech testing Round table</b>
<b>April 17</b>	<b>Customer Relationships</b>
<b>May 1</b>	<b>Revenue Model</b>
<b>May 8</b>	<b>Partners</b>
<b>May 15</b>	<b>Key resources and Cost Structures</b>
<b>May 22</b>	<b>Business Feasibility Round Table</b>
<b>May 29</b>	<b>Business Proposal 1</b>
<b>June 5</b>	<b>Business proposal 2</b>
<b>June 12</b>	<b>Business Proposal Round Table</b>
<b>June 19</b>	<b>Pitch Skills 1</b>
<b>June 26</b>	<b>Pitch Skills 2</b>
<b>July 3</b>	<b>Dress Rehearsal Pitch</b>
<b>July 13 (Friday)</b>	<b>Pitch Day</b>
<b>July 17</b>	<b>Review</b>