

| Day 1 Sunday | Activity |
|-----------------|---|
| | Travel & Arrive to Campus |
| | Introduction to UCD, Getting Around & Safety |
| | Team Formation |
| | Pizza Dinner |
| Day 2 Monday | Activity |
| | Lecture: Cross-Cultural Communication |
| | Break |
| | Lecture: The Value Proposition; Value Proposition Canvas |
| | Lunch |
| | Student Team Sessions |
| | Break |
| | Irish Language & Culture Workshop |
| Day 3 Tuesday | Activity |
| | Lecture: Decision-Making; Leadership Across Cultures |
| | Break |
| | Lecture: Testing/Prototyping; How to Create an MVP; Lean Start-Up Approach to Testing/Prototyping |
| | Lunch |
| | Student Team Sessions |
| | Break |
| | Dublin Start-Up Panel |
| Day 4 Wednesday | Activity |
| | Lecture: Working in Diverse Teams |
| | Break |
| | Lecture: New Venture Growth; Growth Strategies; Internationalisation; Entering Different Markets |
| | Lunch |
| | Student Team Sessions |
| | Break |
| | Dublin treasure hunt (optional) |
| Day 5 Thursday | Activity |
| | Lecture: Developing Intercultural Competence |
| | Break |
| | Lecture: Communication; Types of Pitches; Creating the Perfect Pitch Verbal and Written |
| | Lunch |
| | Student Team Sessions |
| | Break |
| | Student Team Sessions Continued |
| Day 6 Friday | Activity |
| | Pitch Presentations |
| | Multiplier Lunch (Provided by UCD Global) |

| | |
|-----------------------|--|
| | Awards Ceremony |
| | Winning Pitches Present and Closing Address |
| | Break |
| | Irish House Party |
| Day 7 Saturday | Activity |
| | Check Out of Residence and Depart Campus End of Programme |