

# From Lab to Market

**Location:** Valla Campus, Linköping University, Sweden

Below you can find a preliminary schedule. Changes may occur:

## Pre-Campus Online Activities (Start two weeks before)

Date	Time (CEST)	Activity
Before course start	Flexible	<b>Asynchronous tasks:</b> watch suggested video lectures, including course introduction before the beginning of the course

## Two-Week On-Campus Module: 18–29 May 2026

Day	Time	Activity
Mon 18/5	09:30–12:00	<b>Arrival &amp; Welcome Fika:</b> Orientation, course folder, badges
	13:00–14:30	<b>Keynote &amp; Icebreakers:</b> “From Science to Market – Lessons Learned” (entrepreneur guest)
	14:30–17:00	<b>Team Building in Valla Forest</b> (nature-based games & reflection circle)
Tue 19/5	09:00–12:00	<b>Lecture &amp; Seminar 1: The Entrepreneurial Process</b>
	13:00–14:00	<b>Opportunity Recognition: Spotting Ideas in Science &amp; Tech</b>
	14:00–17:00	<b>Groupwork: Identifying Your Group Challenge</b>
Wed 20/5	08:00–16:00	<b>Field Trip to Norrköping:</b> Lab of Organic Electronics, LEAD Incubator, Organic H2 (Lunch + informal mingle)
Thu 21/5	09:00–12:00	<b>Seminar 2: Opportunity Exploitation</b>
	13:00–14:00	<b>Prototyping Workshop</b> (with in-class rapid prototyping exercises)

Day	Time	Activity
	14:00–16:30	<b>Peer-to-Peer Feedback Session</b>
	18:00–late	<b>Swedish Pub Night + Innovation Trivia Quiz</b>
<b>Fri 22/5</b>	09:00–12:00	<b>Pitch Training + Improv Skills for Communicators</b>
	13:00–15:00	<b>Creative Methods Lab</b> (Post-it storyboarding, Lego Serious Play)

## Week II

Date	Time	Session
<b>Mon 25/5</b>	09:00–12:00	Sustainable Entrepreneurship and Market Impact (Case in Sweden)
	13:00–16:00	Group Mentoring Session (Meet mentors, discuss market fit and stakeholder mapping)
<b>Tue 26/5</b>	10:15–12:00	Lecture & Seminar 3 (Online): Mobilizing Resources & Social Networks
	13:00–16:00	Business Model Canvas Lab (Test your assumptions)
<b>Wed 27/5</b>	09:00–12:00	CBL Challenge Session: Prepare Your Pitch Deck
	13:00–16:00	Meeting Entrepreneurs Workshop
<b>Thu 28/5</b>	09:00–12:00	Pitch Event – Value Creation Forum (with external jury)
	12:00–13:00	Celebratory Lunch
	13:15–14:30	After Action Review (Dr. Gio Fornell)
	09:30–11:30	Reflection and Career Takeaways: Next steps, startup ecosystems, workshop
	11:30–13:00	🎓 Certificate Ceremony & Farewell Fika
<b>Fri 29/5</b>		Departure

### Post-Campus Activities (online)

Date	Time	Activity
2 Jun 2026	10:15–12:00	<b>CBL Concluding Seminar</b> (Online wrap-up, lessons learned)
9 Jun 2026	12:00 (CEST)	<b>Deadline:</b> Individual Reflection + Group Assignment Submission