

#MASHUPRELOADED

#MASHUP2017RELOADED

MASH UP RELOADED

For the crazy, the innovators, the creatives & you!

AGENDA



Thu. 23.11 – Day 1

Meet & Create – from 18.00

Come with your idea and **get people on board** of your team by pitching it, **or** bring your skills and **team up** with other people and embark of a **life changing 3 days**. Get a privileged access to our experts, communication channels and support. Start brainstorming your **crazy ideas!** The day will be concluded by a creative pizza party.



Fri. 24.11 – Day 2

Make & Test – all day

Hands on: get to know your **user**, kidnap one, observe it, get to know everything about them, from what type of coffee they prefer to how they sleep. Develop your business idea around your captured **user**, **prototype** and **test** your ideas on them, involve your customer in the design of your idea.

Together with **professional storytellers**, you will also learn how to best communicate your ideas to people to inspire them, and learn to make a **video presentation that ROCKS!!**



Sat. 25.11 – Day 3

Get famous – all day

We will share all our **secret design methods** with you for you to use and abuse, last chance to take out all you can from mentors' brains. You will finalize your movie on top performance video editing stations for the evening presentation and awards.

At 17:00 there will be a **public presentation** of the results.

GET FAMOUS!!



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