

GASC 2013, September 26<sup>th</sup> to 28<sup>th</sup>, 2013  
**Hotel Reuterhof Darmstadt**, Mainzerstraße 168, 64293 Darmstadt

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Thursday, 26 September 2013: The Challenge of Managing and Protecting Innovation

8:45- 09:00 Opening (Prof. Dr. Bernd Freisleben and Dr. Anis Charfi)  
9:00-10:30 An Introduction to Entrepreneurship I (Prof. Dr. Michael Stephan)  
10:30-11:00 Coffee Break  
11:00-12:30 An Introduction to Entrepreneurship II (Prof. Dr. Michael Stephan)  
12:30-14:00 Lunch  
14:00-15:30 The Challenge of "Managing" Innovation (Prof. Dr. Michael Stephan)  
15:30-16:00 Coffee Break  
16:00-17:30 The Challenge of "Protecting" Innovation (Prof. Dr. Michael Stephan)

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Friday, 27 September 2013: Business Plan Development, Business Models, and Business Strategy

9:00-10:30 Business Plan Development I (Prof. Dr. Paul Alpar)  
10:30-11:00 Coffee Break  
11:00-12:30 Business Plan Development II (Prof. Dr. Paul Alpar)  
12:30-14:00 Lunch  
14:00-15:30 Business Models and Business Strategy I (Prof. Dr. Paul Alpar)  
15:30-16:00 Coffee Break  
16:00-17:30 Business Models and Business Strategy II (Prof. Dr. Paul Alpar)

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Saturday 28 September 2013: Launching Your Startup Using Lean Startup and Customer Discovery

9:00-10:30 Startup Process I (Barbara Hoisl)  
10:30-11:00 Coffee Break  
11:00-12:30 Startup Process II (Barbara Hoisl)  
12:30-13:30 Lunch  
13:30-16:00 Startup Process III (Barbara Hoisl)  
16:00-16:30 Coffee Break  
16:30-18:00 Presentations of the Startup Teams and Announcement of the GASC2013 Winners