

# The Pitch! 2008

*A partnership between Cass Business School, Stockholm School of Entrepreneurship, Finland University of Technology, Gesentrepreneur with the sponsoring of DNA Cascais.*

June 5-8, Cascais, Portugal

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SPONSOR



**Cascais**  
Câmara Municipal



## PROGRAM

### Thursday, June 5 (15:00 – 22:00)

#### 15:00 Networking & Team Building Exercise

An outdoor social event will take place (organized by Agência Natura of the Cascais Municipality – [www.agencianatura.org](http://www.agencianatura.org)) in order to take advantage of the wonderful natural view of Cascais regarding its coastline and nature park. The mentioned exercise will emphasize this beautiful setting, an ideal background of cosmopolitan atmosphere, historic neighbourhoods and fabulous treks to engage in team activities and facilitate teambuilding.

During the activity refreshments and some pastries will be available

#### 19:00 Student and Staff dinner

The buffet-dinner will be served in the Mountain and will be combined with the Welcome Drink

### Friday, June 6 (9:30 – 21:00)

#### 09:30 Welcome Speech “Why think Internationally?” – Francisco Banha

#### 10:00 Seminar on ‘Communication Skills’

- *How to best explain your business concept*
- *How to best promote yourself and your idea*

#### 11:00 Coffee Break

#### 11:15 The ‘Three Minute Outstanding Pitch’

- *The group will be split into three subgroups comprising three teams of coaches and will be sorted out by three different rooms (A team of experienced coaches from Portugal, Finland, Sweden and Britain).*
- *Each team should perform a three minute pitch to the other participants and coaches while recorded on video.*
- *Participants will watch pitches of each other and will note questions and improvements for performers.*

#### 13:00 Lunch & Networking

#### 14:00 Feedback session

#### 15:30 Seminar on ‘Presentation Skills’

- *What customers/sponsors want to hear?*
- *Learn how to best grab their attention*

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16:30 Coffee Break

17:00 Workshop 'The Art of Networking' – Julie Logan and Ricardo Sousa

20:00 Student and Networking Dinner with 'business angels'

### Saturday, June 7 (9:30 – 23:00)

09:30 Coffee & Pastries

10:00 Refine the Presentation & Communication Skills

- Pitch workshop
- Preparing for the pitches
- Reviewing presentations
- Each team apply the tips acquired from previous sessions

11:00 Coffee Break

11:30 The Final Pitch!

*All teams make their final pitch. Teams will nominate their audience depending on their most relevant needs*

13:30 Lunch and Judges Discussion

15:00 The prize Ceremony Prizes will be given for the 'The Outstanding Pitch' and 'The Most Improved Pitch'.

Agência Atlântico will provide a boat trip around Cascais Bay in the Galleon "Estou para ver".

20:00 Dinner in a restaurant in Lisbon or Cascais

### Sunday, June 8

Free-day until departure of each country group

## ABOUT THE PLACE

### Estoril Coast, everlasting charm

With the arrival of winter, the Estoril Coast becomes a haven for those looking to spend a few days relaxing in this tranquil yet sophisticated cosmopolitan atmosphere.

Sports enthusiasts can enjoy fantastic golf courses, located in the region's most beautiful settings, as well as a coastline that is ideal for sailing and other watersports.



The Guincho-Sintra area offers a wonderful nature park, where visitors can explore fabulous treks and admire the local architecture, as well as more extreme sports such as mountain biking.

Those who prefer a more urban setting will feel at home in Estoril.

A full calendar of concerts, shows and sports events offers entertainment every day in the region. Casino Estoril, the biggest Casino in Europe, is a must for the start of an unforgettable evening, which carries on through the night at the region's many bars and nightclubs.

Just a stone's throw from Estoril, Lisboa and its many historic neighbourhoods is also a must. For those who enjoy the traditions and history of obscure, Cascais and Estoril, a former fishing village and royal holiday resort, reveal their closely guarded secrets wherever you wander. Let yourself be charmed by the Estoril Coast... one place, one thousand sensations.