



BIOSTARS

Interreg
Euro-MED



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Training Schedule & Overview

<https://biostars.interreg-euro-med.eu>





Thematic Areas	Implementation date & time (CET)	Meeting link
1. Business Model Design & Financial Strategy	25/05/26 14.00-15.30	Join here
2. Problem-Solution-Value Analysis	27/05/26 14.00-15.30	Join here
3. Business Planning	03/06/26 14.00-15.30	Join here
4. The Art of Pitching	05/06/26 14.00-15.30	Join here
5. Market Research	08/06/26 14.00-15.30	Join here
6. Company Readiness Levels	10/06/26 14.00-15.30	Join here



Thematic Area 1: Business Model Design & Financial Strategy

Overview: A hands-on training programme supporting innovators, startups and entrepreneurial teams in transforming ideas into financially viable ventures. Participants are guided from concept and value proposition to business model development, with practical tools for realistic financial planning, growth and sustainable implementation.

Objective: Enable participants to design market-driven business models and develop realistic financial and growth plans for sustainable implementation of their innovation ideas.

Target group: ventures across early and mature stages

Link: <https://teams.microsoft.com/meet/3272690839446?p=1TcflTqolttbuA019>

Thematic Area 2: Problem, Solution and Value Analysis

Overview: Key entrepreneurship frameworks to help innovators balance market pull and technology push strategies. Participants will explore practical tools such as the Problem-Solution Fit Canvas, Value Proposition Canvas and MVP Experiment Canvas to validate ideas, refine value propositions and design early-stage experiments.

Objective: Help participants balance market pull and technology push approaches while using practical entrepreneurship tools to validate ideas, refine value propositions and design structured MVP experiments for early product-market alignment.

Target group: ventures across early stages

Link: <https://teams.microsoft.com/meet/34148485054655?p=ZyHA5hwVz0fjcOTVKE>

Thematic Area 3: Business Planning

Overview: A practical entrepreneurship and innovation training introducing participants to innovation ecosystems and business planning fundamentals. Through step-by-step guidance, participants learn how to shape a business idea, define their product and target customers, validate the market and develop an operational and financial approach.

Objective: Equip participants with the practical skills and structured tools needed to transform innovative ideas into clear business concepts, validate their market potential and develop a realistic plan for implementation and growth.

Target group: ventures across early and mature stages

Link: <https://teams.microsoft.com/meet/340850268359921?p=f73jhPKo2axlWhdJXb>



Thematic Area 4: The Art of Pitching

Overview : This training introduces participants to the art of pitching, focusing on how to clearly, persuasively and strategically present an idea, product, or startup to different audiences. It combines pitch structure, content prioritisation and common pitfalls to help innovators deliver compelling, investor- and jury-ready presentations.

Objective: Enable participants to deliver a clear, compelling, audience-focused pitch that communicates problem-solution fit, value proposition and competitive differentiation.

Target group: ventures across early and mature stages

Link: <https://teams.microsoft.com/meet/386793811888293?p=o9PX0kFzr6A1sAQLx3>

Thematic Area 5: Market Research

Overview : This training introduces participants to market research and market analysis as a foundation for validating ideas, sizing opportunities and supporting strategic and investment decisions. It focuses on understanding markets at global, regional and national levels using structured, evidence-based approaches.

Objective: Enable participants to conduct a structured market analysis that identifies market size, growth and opportunities and supports informed business and investment decisions.

Target group: ventures across early stages

Link: <https://teams.microsoft.com/meet/344325593825293?p=GcZEQXAfpKeaNgK0kj>

Thematic Area 6: The Readiness Levels of a business

Overview: This training introduces participants to core management and strategy tools used to plan, assess and scale innovation-driven projects and startups. It focuses on structured execution, readiness assessment, team alignment and strategic self-awareness to support sustainable growth and investment readiness.

Objective: Enable participants to apply practical management and strategy tools to plan execution, assess readiness and make informed strategic decisions.

Target group: ventures across early stages

Link: <https://teams.microsoft.com/meet/326481424597684?p=3TsKKQAwSPDTDEhWmB>



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