



WORKSHOP SCHEDULE

All together:

10min Presentation about the project.

10min Word definitions explanations.

5min Discussion and further explanation on how to use the map with possibles examples.

2min Divide into groups.

In groups:

40min Exercise

Instructions:

1- Define what is the Service and the Beneficiary.
Write down the decided service and the beneficiary in the middle area.

2- Decide if the opportunity will be tangible or intangible.

3- Decide the second term's layer for this opportunity. Could Be movable/immovable for Tangibles and separable/inseparable for Intangibles.

4- Decide the third layer of terms, could be Dependent/Independent for Tangible opportunities and Simultaneous/Not simultaneous for Intangible opportunities.

5- Decide the last layer of terms, choosing between Independent/Dependent and Perishable/Non Perishable for any opportunity generated.

6- Record your opportunity on the answer sheet, describing the opportunity using all the terms that were chosen for this case.

Break time.

All Together:

10min Pitch the results.

10min Reflections and Q&A.