



# 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 possible 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.