

YOUAREIN Business Game 2025: Agenda

Week 1: Introduction to the YOUAREIN Business Game

Session 1: Welcome and Overview of the Sustainable Agri-Food Sector

Monday January 20 16h00-18h00

16:00-16:20 Welcome to the YOUAREIN project & Business Game

16:20-16:45 Icebreaking Session

16:45-17:00 The YOUAREIN Business Game – full overview

17:00-17:30 Q&A session

17:30-18:00 Overview of the sustainable agrifood business landscape

Session 2: Industry Challenges and Team Formation

Wednesday January 22 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Inspiring business story on investing in sustainability

16:40-16:55 Key challenges in the scope of the Business Game

16:45-17:55 Choosing teams & sustainability challenge topics

17:55-18:00 Wrapping up, next week preview & study materials

Week 2: Business Idea Formulation

Session 3: Developing your Business Team

Monday February 03 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Journey of a start-up

16:40-17:00 Guidance for assigning your team roles

17:00-18:00 Task: Create a 5-7 min team presentation about your challenge topic



Session 4: Team Research: What is your Sustainability Challenge?

Wednesday February 05 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Inspiring business story on investing in sustainability

16:45-17:55 Task: Create a 5-7 min team presentation about the challenge topic

17:55-18:00 Wrapping up, next week preview & study materials

Week 3: Problem Identification and Ideation

Session 5: Team Presentations on Sustainability Challenges

Monday February 17 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Sustainable business: Practical example from the food industry

16:40-18:00 Team presentations on sustainability challenges + Q&A

Session 6: Stakeholder Mapping and Engagement Strategy

Wednesday February 19 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Stakeholder analysis for businesses

16:40-17:55 Task: Conducting a stakeholder analysis with your team

17:55-18:00 Wrapping up, next week preview & study materials



Week 4: Solution Development Part 1

Session 7: Creating the Business Model Canvas

Monday March 03 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Applying the Business Model Canvas

16:40-17:55 Task: Develop your Business Model Canvas

17:55-18:00 Wrapping up, next session preview & study materials

Session 8: Design Thinking for Sustainable Business

Wednesday March 05 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Design thinking for sustainable business

16:50-17:20 Sustainable business: Practical example from the food industry

17:20-17:55 Task: Apply design thinking to your sustainable business idea

17:55-18:00 Wrapping up, next week preview & study materials

Week 5: Solution Development Part 2

Session 9: Drafting the Sustainable Business Plan

Monday March 17 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Sustainable business: What is being measured?

16:40-17:55 Task: Develop your sustainable business indicators

17:55-18:00 Wrapping up, next week preview & study materials



Session 10: Prototype Creation and Refinement

Wednesday March 19 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Prototyping in sustainable business design

16:40-17:55 Task: Develop your prototype idea

17:55-18:00 Wrapping up, next session preview & study materials

Week 6: Pitch Preparation

Session 11: Securing Funding: What Investors Look For

Monday March 31 16h00-18h00

16:00-16:10 Introduction to the session

16:10-16:40 Securing funding: What investors look for

16:40-17:55 Task: Develop your funding strategy

17:55-18:00 Wrapping up, next session preview & study materials

Session 12: Preparing the Pitch Delivery

Wednesday April 02 16h00-18h00

16:00-16:10 Introduction to the session

16:10-17:00 Task: Develop your funding strategy

17:00-17:30 Effective pitch techniques

17:30-17:40 Overview of Week 7: Pitch session

17:40-18:00 Task: Prepare your final pitch



Week 7: Pitch Rehearsal & Final Reviews

Session 13: Final Pitch Preparations

Monday April 14 16h00-18h00

16:00-16:10: Introduction to the session

16:00-17:55: Task: Prepare your final pitch

17:55-18:00: Wrapping up & next week preview

Session 14: Review of BG Outputs & Final Pitch Preparations

Wednesday April 16 16h00-18h00

16:00-16:10: Introduction to the session

16:10-16:40: Pitching panel: Practical examples from the industry

16:40-18:00: Discussion: *Beyond the Business Game* & Open feedback session

Week 8: Final Presentation and Reflection

Session 15: Pitching to the Jury: Final Presentations

Monday April 28 16h00-18h00

16:00-16:15: Welcome and introduction to the jury

16:15-18:00: Final pitch presentations

Session 16: Awards Ceremony and Program Reflection

Wednesday April 30 16h00-18h00

16:00-16:10: Introduction to the session

16:10-16:50: Feedback for each group

16:50-17:00: Awards ceremony

17:00-17:50: Team time: Reflection on the final feedback

17:50-18:00: Final words and Business Game conclusion