

Tentative schedule and subject to change

	Monday October 26	Tuesday October 27	Wednesday October 28	Thursday October 29	Friday October 30
	<i>Acceptability: Introduction to Inclusive Business</i>	<i>Awareness: Marketing & Behavior Change</i>	<i>Availability: Distribution</i>	<i>Affordability: Profitability at Scale</i>	<i>Action: Your Pitch & Organizational Insights</i>
9:00 - 9:30	Welcome + Introductions <i>(Dan Frey)</i>	Articulating your value proposition + Participant Case Workshop	4 Models for Distribution at the BoP <i>(BoP Inc)</i>	Balancing Impact and Profits: Financial Tools & Pitfalls + Participant Case Workshop <i>(BoP Inc)</i>	Feedback from the Field : BoP Validation
9:30 - 11:00	What is Inclusive Business? Why does it matter? <i>(BoP Inc)</i>				
11:00 - 11:30	Break	Break	Break	Break	Bringing it home: Self-reflection and Next steps
11:30 - 12:30	Your idea and why does it matter <i>(Emile & Jason Jay)</i>	Articulating your value proposition + Participant Case Workshop	Distribution Essentials - Case Workshop <i>(Saida Benhayoune)</i>	Balancing Impact and Profits: Financial Modeling Tools & Pitfalls <i>(BoP Inc)</i>	
12:30 - 1:30	Lunch	Lunch	Lunch - Connections + Collaborations	Lunch	Closing Lunch
1:30 - 3:30	Who can pay you? <i>(Saida Benhayoune + Jason Jay)</i>	Designing a BoP Marketing Strategy + Participant Case Workshop <i>(BoP Inc.)</i>	Best Practices and Pitfalls Supply Chains at the BoP <i>(Steve Graves + Jarrod Goentzel)</i>	Mindsets Exercise <i>(Sher Vogel)</i>	<i>Participants Depart</i>
3:30 - 4:00				Mindset Exercise - Who is the Consumer? <i>(Sher Vogel)</i>	
4:00 - 5:00	What do we know about the BoP? <i>(BoP Inc)</i>	Digital Dive <i>(BoP Inc)</i>	Best Practices and Pitfalls Supply Chains at the BoP <i>(Steve Graves + Jarrod Goentzel)</i>	Building an IB Friendly Organization <i>(Sher Vogel + Amanda Epting)</i>	
5:30 - 7:30		Networking Dinner	Optional MIT Tour		