

	Monday July 20	Tuesday July 21	Wednesday July 22	Thursday July 23	Friday July 24
	<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>	Mindsets Exercise <i>(Sher Vogel)</i>	Mindsets Exercise <i>(Sher Vogel)</i>	Mindsets Exercise <i>(Sher Vogel)</i>	Building an IB Friendly Organization + Storytelling <i>(Saida Benhayoune)</i>
9:30 - 11:00	What is Inclusive Business? Why does it matter? <i>(BoP Inc)</i>	Articulating your value proposition + Participant Case Workshop	3 Models for Distribution at the BoP <i>(BoP Inc)</i>	Balancing Impact and Profits: Financial Tools & Pitfalls + Participant Case Workshop	Participants Case Pitch
11:00 - 11:30	Break	Break	Break	Break	Bringing it home: Self-reflection and Next steps
11:30 - 12:30	Key Principles & Pitfalls of Inclusive Business <i>(Jason Jay)</i>	Articulating your value proposition + Participant Case Workshop	Best Practices and Pitfalls Supply Chains at the BoP <i>(Steve Graves)</i>	Ready, Steady Scale <i>(Saida Benhayoune)</i>	
12:30 - 1:30	Lunch	Lunch	Lunch	Lunch - Connections + Collaborations	Closing Lunch
1:30 - 3:30	From Innovative Idea to a Business Case <i>(Saida Benhayoune + Amanda Epting)</i>	Designing a BoP Marketing Strategy + Participant Case Workshop	Participant Case Workshop Distribution Essentials	Feedback from the Field : BoP Validation	Participants Depart
3:30 - 4:00	Mindset Exercise - Who is the Consumer? <i>(Sher Vogel)</i>	Break	Break	Break	
4:00 - 5:00	What do we know about the BoP? <i>(BoP Inc)</i>	Growth Hacking for Scaling Demand <i>(Saida Benhayoune + Amanda Epting)</i>	Building Blocks for Scaling Inclusive Distribution <i>(Saida Benhayoune)</i>	Key Mindsets for an IB Friendly Organization	
5:30 - 7:30		Networking Dinner		Optional MIT Tour	