

Log-in @ 9:55	Monday, February 1	Log-in @ 9:55	Wednesday, February 3	Log-in @ 9:55	Friday, February 5
AM Zoom Session 10:00 - 12:30	The Business Case for Precision Agriculture <i>Welcome and Program Kick-Off</i> <i>Payoff of Precision Farming</i>	AM Zoom Session 10:00 - 12:30	Designing your Business Model <i>Debrief Day 1: Key Questions Exercise</i> <i>Business Model Structure – Introduction to Canvas</i> <i>Customer Value Proposition</i>	AM Zoom Session 10:00 - 12:30	Designing your Business Model <i>Debrief Day 2: Value Proposition Exercise</i> <i>Key Processes, Partners, Activities</i> <i>Profit Formula – Cost and Revenue Streams</i>
Log-in @ 1:55	Break and prep for afternoon session	Log-in @ 1:55	Break and prep for afternoon session	Log-in @ 1:55	Break and prep for afternoon session
PM Zoom Session 2:00 - 4:30	The Business Case for Precision Agriculture <i>Market Conditions and Business Climate – Economic Conditions</i> <i>Living Case Study Introductions</i>	PM Zoom Session 2:00 - 4:30	Designing your Business Model <i>Living Case Study Part 1</i>	PM Zoom Session 2:00 - 4:30	Designing your Business Model <i>Living Case Study Part 2</i> <i>Action Planning and Next Steps</i>
	Offline Activities <i>Exercise 1: Market Conditions and Business Climate</i> <i>View Part 1 – Living Case Interviews</i> <i>Complete Reflection and Prep: Day 2</i>		Offline Activities <i>Exercise 2: Value Proposition Canvas</i> <i>View Part 2 – Living Case Interviews</i> <i>Complete Reflection and Prep: Day 3</i>		Offline Activities <i>Exercise 4: Business Model Summary</i> <i>Submit Business Model Summary by February 19</i> <i>Presentations - TBD</i>

