

## Day 1



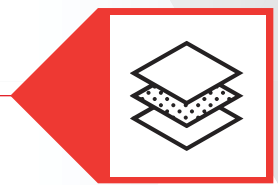
Product Transformation  
Workshop



Understanding IP  
Workshop



Global Rights Trading  
Interactive Session



Group Exercise

### **GROUP EXERCISE**

Develop a product transformation strategy of a chosen backlist title

### **TAKE AWAY**

- ▶ Get clarity on IPR & contract modalities
- ▶ Group formation : Functional roles, strategy, product, concept

## Day 2



Know your Customer  
Workshop



Idea Spark  
Group Exercise



Idea Speak  
Business Pitch and  
Feedback

### **CONSTELLATION**

A group will consist of four to five publishing professionals and/or authors who will divide responsibilities among themselves to function efficiently as a team. Each group will also be assigned a Business Manager and a Product Manager. In the role of Business Managers will be select students from B-schools, and the Product Managers will be representatives from startups.

### **TAKE AWAY**

- ▶ Clarity on IP-based monetisation models
- ▶ Business modelling