

EELISA x JOSEPHS: Building Market-Ready Innovations

Agenda December 8th – 11th, 2026

Day 1: Tuesday, December 8th, 2026 (JOSEPHS, Claudia)

Arrival and morning Session:

10:00 – 10:30 AM: Registration and Welcome

What is EELISA? (David)

What is JOSEPHS? (Sonja)

10:30 AM – 12:00 PM: Get to Know Each Other Warm-Up (JOSEPHS)

Fun icebreaker exercises to encourage mingling.

Collaborative discussions to identify participants' goals for the event.

12:00 – 1:00 PM: Co-Creation Workshop – Part 1 (Session 1 – Claudia)

Introduction to the Double Diamond framework.

Overview of innovation methods and tools.

1:00 – 2:00 PM: Lunch Break

Afternoon Session:

2:00 – 4:30 PM: Co-Creation Workshop – Part 1 (Session 2 – Claudia)

Exploring the problem space and user needs.

Tools and methods to map customer journeys and identify key pain points.

Conducting interviews in Nuremberg City Centre.

4:30 – 5:00 PM: Coffee Break

5:00 – 6:00 PM: Sharing insights and reflecting on the day's learnings.

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Day 2: Wednesday, December 9th, 2026 (NIM, JOSEPHS, ggf. Claudia)

Morning Session:

9:00 – 9:30 AM: Recap and Warm-Up (JOSEPHS)

Share insights from yesterday afternoon

9:30 AM – 12:30 PM: Understanding Users and the Market (Session 3 –)

Further exploration of the problem space and user needs.

Analyzing the market to align solutions with customer expectations.

12:30 – 1:30 PM: Lunch Break

Afternoon Session:

1:30 – 2:45 PM: Understanding Users and the Market (Session 4)

Building user personas, empathy map and stakeholder map.

Developing and refining problem statements based on market and user insights.

Crafting actionable hypotheses informed by user and market understanding

2:45 – 3:15 PM: Coffee Break

3:15 – 4:30 PM: Solution Ideation Lab (Session 5 – JOSEPHS, ggf. Claudia)

Shifting from problem exploration to solution design.

Exploring innovative approaches to address identified challenges.

4:30 – 5:00 PM: Wrap-Up and Q&A

Reflect on progress and prepare for Day 3's activities.

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Day 3: Thursday, December 10th, 2026

Morning Session:

9:00 – 9:30 AM: Recap and Warm-Up (JOSEPHS)

9:30 AM - 1:00 PM: Prototype Development and Validation (Session 6 –
Transitioning hypotheses into tangible solutions.

Testing prototypes in mock scenarios to validate assumptions.

Gathering actionable feedback to refine solutions.

Incorporating feedback into refined prototypes.

1:00 – 2:00 PM: Lunch Break

Afternoon Session:

2:00 – 3:00 PM: Pitch Preparation Lab Part I (Session 7 –

Crafting compelling narratives and pitches for stakeholders.

Techniques for clear communication and storytelling.

3:00 – 3:30 PM: Coffee Break

3:30 – 4:30 PM: Pitch Preparation Lab Part II (Session 8 –

Crafting compelling narratives and pitches for stakeholders.

Techniques for clear communication and storytelling.

4:30 – 5:00 PM: Wrap-Up and Final Prep (JOSEPHS)

Preparing materials and logistics for the final event on Day 4.

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Day 4: Friday, December 11th, 2026 (JOSEPHS)

Morning Session:

9:00 AM - 1:00 PM: Event Setup

Preparation of the Co-Creation Area and test spaces for your prototypes and of your final pitches

Afternoon Sessions:

1:00 PM: JOSEPHS Open to the Public – YOUR Co-Creation Marketplace

The Co-Creation Area will be open for visitors.

Event participants will have the opportunity to interview JOSEPHS visitors and gather insights.

Present your innovative ideas and prototypes, interact directly with visitors to gain insights, test your concepts, and collect actionable feedback.

Use this time to network and build connections with peers, potential customers, and collaborators.

3:00 – 4:30 PM: Finalist Pitches

All finalists will take the stage to present their idea and its solution to an engaged audience.

Demonstrate your progress, impact, and vision to stand out among the top start-ups.

4:45 PM: Awards Ceremony

Celebrate your hard work during the awards ceremony, where the best start-ups will be recognized.

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How to reach JOSEPHS – The Open Innovation Lab

Venue Address:

JOSEPHS® – Offenes Innovationslabor
Augustinerstraße 19
90403 Nuremberg, Germany

By Public Transport:

- From **Nuremberg Main Train Station**, take the **U-Bahn (U1)** in the direction of **Fürth Hardhöhe** and exit at **Lorenzkirche**.
- From Lorenzkirche station, it's a **5-minute walk** to JOSEPHS.

By Car:

- Enter the following address into your GPS: **Augustinerstraße 19, 90403 Nuremberg, Germany**.
- Parking options: The nearest parking garage is the [Augustiner Parking Garage](#).

From Nuremberg Airport:

- Take the **U-Bahn (U2)** in the direction of **Röthenbach** and change at **Hauptbahnhof** to **U1** towards **Fürth Hardhöhe**.
- Exit at **Lorenzkirche**. The journey takes approximately **20–25 minutes**.

Landmarks Near JOSEPHS:

JOSEPHS is located close to Hauptmarkt, in the heart of Nuremberg's old town, and next to the German Museum Nuremberg – Future Museum.