



WorldStartup



**WorldStartup** is a global entrepreneurship platform supporting impact-driven startups and intrapreneurs from idea to scaleup.



WorldStartup helps startups and scaleups to meet global challenges by providing tailor-made support, access to capital and to our ever-growing network.

An important part of our support is our **Market Readiness Training.**

# Market Readiness Training

next edition: 11 - 29 May



## The training

- 3 weeks intense training  
*a deep dive into all aspects of your business*
- Together with other founders  
*peer to peer learning is an essential part*
- By the best trainers  
*all entrepreneurs themselves*
- Focused on deliverables  
*25% inspiration and information, 75%  
working on your own deliverables*







## Results:

- The training will get you ready for market entry, whether it is for validation, piloting, launching customership or sales
- You will have a deep understanding of the problem you're solving, your customer, value proposition and business model
- You will have a set of plans and communication tools in place that enable you to reach out to the market and get connected by others

# Schedule week 1:

	Monday 11/5	Tuesday 12/5	Wednesday 13/5	Thursday 14/5	Friday 15/5
morning	INTRODUCTION (HJ) understanding the purpose of the training, expectations		YOUR HOW & WHAT(MJ)	THE PROBLEM OWNER (MJ) get an understanding of who exactly owns the problem and who should be your customer (persona's)	
afternoon	YOUR STORYLINE (JT) introducing the story elements and draft the first version	YOUR VALUES, THE WHY (MJ) defining your values, your WHY and your mission	THE PROBLEM (MJ) get a clear understanding of the problem you are trying to solve, both qualitative and quantitative	VALUE PROPOSITION (MJ) define your value proposition with the canvas	STORYLINES RECAP (JT) update the elements according to insights from week 1
(early) evening	DRINKS				

HJ-Hub Jongen, MJ-Marjan de Jong, SE-Simon Evenblij, JT-Jonathan Talbott, AP-Aditya Putta, HPM-Holland Park Media, OI-Outside Inc

## Schedule week 2:

	Monday 18/5	Tuesday 19/5	Wednesday 20/5	Thursday 21/5	Friday 22/5
morning	THE MARKET (SE) understanding the market: size, developments, competition	SALES (SE) get an understanding of the numbers and set ambitions MARKETING (SE) develop an idea and a plan on how to realise these numbers	MARKET INTRODUCTION PLAN (SE) draft your market introduction plan, set your goals and KPI's		EXECUTION (HJ) understand what you have to do and have to be good at as a team, what you need to do it and who you need to help yo
afternoon	BUSINESS MODEL, REVENUE STREAMS (MJ/HJ) defining the business model and understanding the revenue streams				STORYLINES RECAP (JT) update the elements according to insights from week 2 NEEDS (HJ) define your need
(early) evening		TRANSITION TUESDAY			

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## Schedule week 3:

	Monday 25/5	Tuesday 26/5	Wednesday 27/5	Thursday 28/5	Friday 29/5
morning		ONE PAGER (JT) draft your one pager	PITCH DECK (JT) develop your pitch deck	CONVERSATION PRACTICE (OI) practice conversation with “real” customers	
afternoon		WEBSITE (JT) evaluate and improve your website	PITCHING (JT) prepare & practice your 30 sec/3 min pitch	ONLINE PRESENCE (HPM) align your online presence (LinkedIn, social media) NETWORKING (AP) use everything you learned in networks	
(early) evening			Startup Wednesday Drechtsteden	FEEDBACK FORUM pitch your solution to a group of experienced mentors	

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## Your investment

- WorldStartup portfolio companies

*included in the 12 month support programme*

- non-portfolio startup teams

*€ 2.950 per team (refundable if your startup becomes a portfolio company)*





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