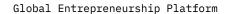






## WorldStartup



#### 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)<br>understanding the purpose<br>of the training, expectations         |  | YOUR HOW & WHAT(MJ)  | THE PROBLEM OWNER<br>(MJ)<br>get an understanding of<br>who exactly owns the<br>problem and who should<br>be your customer<br>(persona's) |  |
| afternoon          | YOUR STORYLINE (JT)<br>introducing the story<br>elements and draft the first<br>version | YOUR VALUES, THE WHY<br>(MJ)<br>defining your values, your<br>WHY and your mission | THE PROBLEM (MJ)<br>get a clear understanding<br>of the problem you are<br>trying to solve, both<br>qualitative and quantitative | VALUE PROPOSITION (MJ)<br>define your value<br>proposition with the canvas  | STORYLINES RECAP (JT)<br>update the elements<br>according to insights from<br>week 1 |
| (early)<br>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)<br>understanding the market:<br>size, developments,<br>competition                                    | SALES (SE)<br>get an understanding of the<br>numbers and set ambitions<br>MARKETING (SE)<br>develop an idea and a plan<br>on how to realise these<br>numbers | MARKET INTRODUCTION<br>PLAN (SE)<br>draft your market<br>introduction plan, set your<br>goals and KPI's |               | EXECUTION (HJ)<br>understand what you have<br>to do and have to be good<br>at as a team, what you<br>need to do it and who you<br>need to help yo |
| afternoon          | BUSINESS MODEL, REVENUE<br>STREAMS (MJ/HJ)<br>defining the business model<br>and understanding the<br>revenue streams |  |   |               | STORYLINES RECAP (JT)<br>update the elements<br>according to insights from<br>week 2<br>NEEDS (HJ)<br>define your need                            |
| (early)<br>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)<br>draft your one pager                | PITCH DECK (JT)<br>develop your pitch deck                     | CONVERSATION PRACTICE<br>(OI)<br>practice conversation with<br>"real" customers   |             |
| afternoon          |             | WEBSITE (JT)<br>evaluate and improve your<br>website | PITCHING (JT)<br>prepare & practice your 30<br>sec/3 min pitch | ONLINE PRESENCE (HPM)<br>align your online presence<br>(LinkedIn, social media)<br>NETWORKING (AP)<br>use everything you learned<br>in networks |             |
| (early)<br>evening |             |  | Startup Wednesday<br>Drechtsteden                              | FEEDBACK FORUM<br>pitch your solution to a<br>group of experienced<br>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)





### WorldStartup







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