

INNOSUISSE START-UP TRAINING

For Advanced Engineering Start-ups:
Hightech, Mechanics, Electronics, Wearables, Robotics, Sensors,
Cleantech, Energy, Micro-/Nanotech, Optics, Chemicals,
Automotive, Agritech, Hardware etc.



GET READY TO LAUNCH AND GROW

Apply at www.venturelab.ch/engineering

BUSINESS CREATION

JUMPSTART YOUR BUSINESS

Are you ready to found your own Engineering Start-up?

Our mission-based Business Creation training will bring your plans to reality!

Engineering entrepreneurs and experts will help you in going from a minimum viable product (MVP) to industrialization. You will learn how to set up powerful partnerships and improve your business development. Key operations like selling B2B and developing your IP strategy will be as important as reviewing your legal documents, like term sheets and shareholder agreements. The trainers will show you how to recruit a top team and get your advisory board to open doors for you. Finally, you will be able to deliver a winning pitch to get your Start-up's growth funded.



LAUNCH YOUR MISSION

- Deliver unique customer value
- Master a convincing pitch
- Define your business development plan
- Shape a winning team
- Secure funding for the Start-up phase

5 INTENSIVE HANDS-ON DAYS TO BUILD ON STRONG FOUNDATIONS

DAY 1

- Choose the right market
- Test the value proposition
- Capture your intellectual assets

 1ST COACHING SESSION (90 MIN.)

- Personal feedback for your Start-up
- Basic business plan layout

DAY 2

- Present a strong vision
- Win first reference customers
- Get ready for investors

Price: CHF 300.-

(Will be refunded upon successful completion of the course)

www.venturelab.ch/engineering

DAY 3

- Define your value creation process
- Plan your financials and business plan
- Create an attractive teaser for investors

DAY 4

- Grow your management skills
- Integrate co-founders and advisors
- Get your company started

DAY 5

- Build traction
- Exploit sources of funding
- Get funding from business angels

 2ND COACHING SESSION (90 MIN.)

- Final feedback
- Completed business plan

BUSINESS GROWTH

GROW YOUR START-UP

Have you already founded your Engineering Start-up?

Our mission-based Business Growth training will push your sales and get you funded.

Engineering entrepreneurs and experts will help you to grow your business with topics such as B2B offer structuring (subscription models, product sales etc.), direct sales skills and negotiation techniques. Entrepreneurs will show you how to push your sales funnel forward and successfully recruit a top team for growth. New management tools and the right legal toolkit will help you to achieve your key missions and get attractive deals from partners and investors.



EXECUTE YOUR SCALE-UP MISSION

- Build a performing marketing strategy
- Generate leads and drive more sales
- Operate your Start-up professionally
- Grow leadership and management
- Pitch and secure funding for growth

5 INTENSIVE HANDS-ON DAYS TO SET YOUR START-UP ON THE PATH TO GROWTH

DAY 1

- Validate your business model
- Develop a targeted marketing mix
- Put your marketing plan into action

1ST COACHING SESSION (90 MIN.)

- Personal feedback for your Start-up
- Business plan ready for growth

DAY 2

- Pitch to customers and close deals
- Build and grow your sales funnel
- Sell to key accounts and distributors

Price: CHF 300.-

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DAY 3

- Plan your growth and financials
- KPIs, controlling and reporting
- Process and quality management

DAY 4

- Manage a growing organization
- Hire and integrate the right people
- Professionalize the board of directors

DAY 5

- Have a solid financing strategy
- Approach the right investors
- Close deals with professional investors

2ND COACHING SESSION (90 MIN.)

- Final feedback
- Next milestones defined

INNOSUISSE START-UP TRAINING FOR ENTREPRENEURS AND START-UPS IN ENGINEERING

Innosuisse is the Confederation's innovation agency. Venturelab was commissioned by Innosuisse to execute the training courses in cities all over Switzerland. The mission-based Start-up training enables entrepreneurs to execute their plan and bring their vision to reality. Our trainers – successful entrepreneurs, investors and experts – are here to equip you with the tools to build a world class, winning Start-up.

KEY INGREDIENTS FOR SUCCESS

- Training by entrepreneurs, investors and experts
- Personal coaching and feedback
- Building a network of peers and entrepreneurs



"Innosuisse programs made me understand the value of going global from the start. We now count the world's 15 biggest pharma and biotech companies as our clients."

Jan Lichtenberg, InSphero AG



"The Business Creation and Growth courses equip you with the knowledge and the contacts you need to get your Start-up growing."

Giovanna Davatz, Arktis Radiation Detectors Ltd.



"We were able to reach objectives with our project that would not have been possible without this course's contribution. I strongly recommend it to all those who are interested by entrepreneurship!"

Barbara Maim, Minsh Sàrl

CONTACT

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startup space

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