

INNOSUISSE START-UP TRAINING

For ICT Start-ups:

Internet/Mobile, Advertising, Apps, Big Data, Blockchain, Cloud, E-Commerce,
Fintech, Gaming, Machine Learning, AI,
Marketplace, Media, SaaS, Security, Networking etc.



GET READY TO LAUNCH AND GROW

Apply at www.venturelab.ch/ict

BUSINESS CREATION

JUMPSTART YOUR BUSINESS

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

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

ICT entrepreneurs and experts will help you grow your business and get funding. We will support you to develop your product and deliver unique customer value. You will learn the specifics of lean software development and getting a minimum viable product (MVP) to your target customers. We will cover special topics like IP and licensing agreements, online growth marketing and the B2C sales process. We will train you in setting up your company as well as interpreting term sheets and shareholder agreements. Learn to put together a winning team and an advisory board that will help you to grow your Start-up. Finally, you will be able to master a convincing pitch and secure funding from the right investors.



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/ict

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

Ready to boost your market expansion?

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

ICT entrepreneurs and experts will help you to scale your ICT business with topics such as B2C acquisition strategy, growth scenarios and working with key performance indicators (KPIs). Online marketing tools and growth hacking will push your sales goals to a new level. Entrepreneurs will show you how to successfully recruit a top team and prepare your growth phase with the right legal toolkit and investors' package.



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

- Increase traffic and conversion
- Optimize online advertising
- Run campaigns and partnerships

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

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

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

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