

EXTREME ACCELERATION PLAYBOOK

From an idea to a tech startup with 15 days

EUROPEAN
INNOVATION
ACADEMY

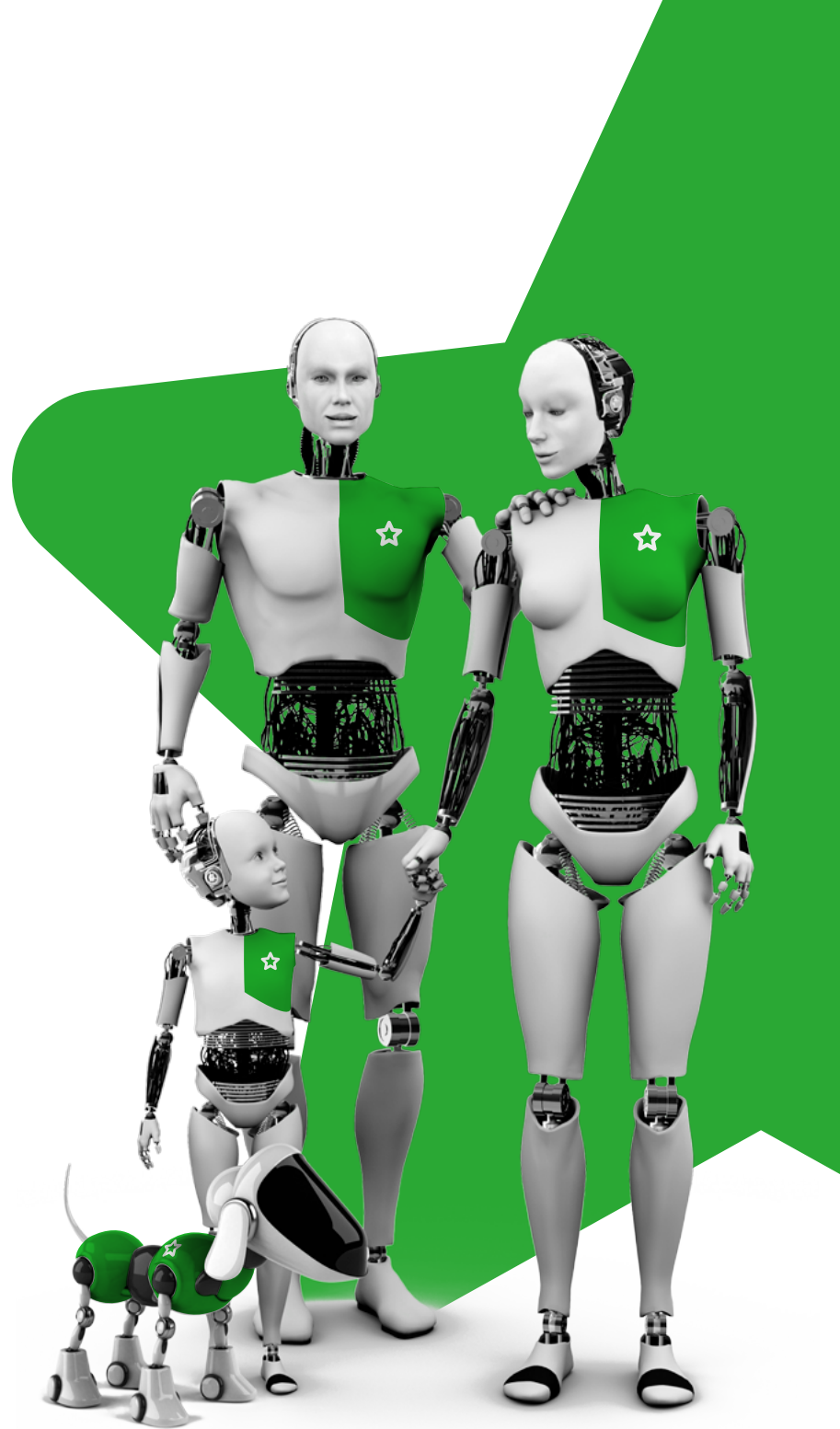
European Innovation Academy
July 2018
Cascais, Portugal



START FROM HERE

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YOUR MISSION AT EIA

What you need to do:

Find a **problem** worth solving.

Design a **unique** user experience which hasn't been dreamed of.

Get to know your **customers** and tailor an **addictive, scalable** solution.

Create a **story** around your unique value proposition.

Be agile by finding **shortcuts, copying** what's been done, and using all **available** resources.

Engage your **mentors** to solve the problem.

You will survive only if you act as a **team**!

Goals are **dreams** with deadlines!



EIA IN A NUTSHELL

IMPORTANT TO KNOW

- **EIA venue address:** Estoril Congress Center, Av. Amaraal, 2765-192 Estoril, Portugal.
- Wear **your badge** throughout the entire EIA program - it grants entry into the venue.

TEAM

Competencies needed in your team:

- Business (green)
- Marketer (red)
- Software Developer (max 2) (blue)
- Designer (orange)
- Scientist & other (purple)

Make sure everyone knows their daily tasks, depending on the team member's role. **You are responsible for delivering, but it's still a team effort!**



DAILY AGENDA*

- 10AM - 12PM: Keynote session
- 12PM - 1PM: Lunch
- 1PM - 2PM: Independent Teamwork
- 2PM - 5PM: Team Mentoring Session
- 5PM - 8PM: Independent Teamwork

* Except DAY 0, 4, 7 & 15

- Every evening, **plan your next day** according to your Teamwork & Team Roles template and the task distribution.
- Remember, you should be ready to **launch your product to the market** with the marketing campaign on DAY 10.

TOOLS

GROWBY

- Official communication tool.
- **Daily agenda, workshop content, playbook materials & locations info.**
- **Find this Playbook also on Growby!**

THE PLAYBOOK

- Daily goals, tasks and tools.
- Download the templates from the daily toolbox to your computer for editing.
- Upload completed templates daily to the [Online Platform](#) in your Worksheet.

ONLINE PLATFORM

- [Log into your account](#)
- Open your **team's idea** page to find your Worksheet separated by dates. The Worksheet explains your business goal and business tasks for the day.
- Click on the **'Daily materials'** link to open the current day's sheet of the Playbook, with goals, tasks and tools listed.
- Each day before 8PM, fill in the Worksheets, **'Task division by team'**, and **'Report by team'**, rate your mentors, and provide feedback on your cooperation.
- Before 9AM the next day, mentors will fill in **'Feedback by mentor'** and **'Mentor validation'**. They may also add detailed comments.

SLIDES

- All the presentations are available at [Slideshare](#)

Goals –
this is what you should achieve today

Important –
key information for the day

Tasks –
explanation of daily tasks

Tools –
links to tools, templates and resources



MEET YOUR MENTORS



Chief Mentor

DAY 0-8
For business mentoring and team management

Design Mentor

DAY 5-15
For UX and UI design, product development & pitch design

Marketing Mentor

DAY 7-10
For marketing strategy and campaign design

Software Mentor

DAY 11-13
For product development and coding

Hardware Mentor

DAY 11-13
For hardware product development

Life Coach

DAY 1-15
For personal development related questions

IP Lawyer

DAY 11-15
For intellectual property protection

Pitch Coach

DAY 12-15
For pitch deck design, pitch training and fine-tuning

Investor

DAY 14-15
For fundraising mentorship and final judging

YOUR MENTORS CALENDAR

	DAY															
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Chief Mentor																
Design Mentor																
Marketing Mentor																
Software Mentor																
Hardware Mentor																
Life Coach																
IP Lawyer																
Pitch Coach																
Investor																

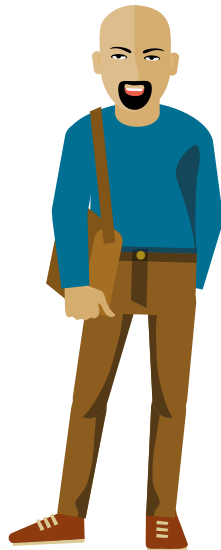


MEET YOUR TEAM!



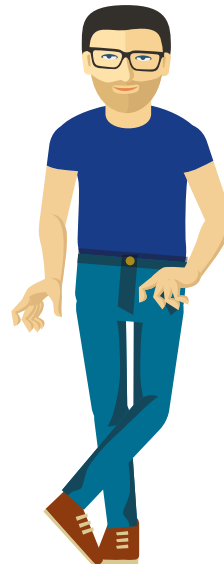
**CHIEF EXECUTIVE
OFFICER (CEO)**

I am a leadership ninja!



**CHIEF BUSINESS OFFICER
(CBO)**

My innovative business
model turns an idea into
value!



**CHIEF MARKETING
OFFICER (CMO)**

I know how to get 1,000
customers/users in just 1
week!



**CHIEF TECHNOLOGY
OFFICER (CTO)**

I develop apps like
Instagram in just 1 day!



**CHIEF DESIGN OFFICER
(CDO)**

My creativity combines a
marriage of UI and UX!

TEAMWORK & TEAM ROLES

Our team name:

Idea:

Name	Main competences					Main role in the EIA team
	Business	Marketing	Software development	Design	Other	
Example: David	✓			✓	Pitching	CMO

GOALS:

- Customer-problem fit discovered
- Online validation done

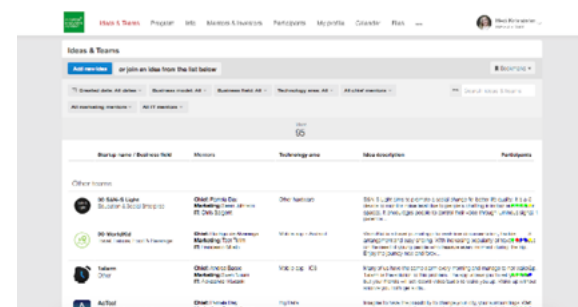
Before the program starts, start thinking about your business idea. Begin thinking about problems people (your potential customers) are having, then check trends in that particular industry to spot patterns, perspectives as well as potential opportunities.



IMPORTANT

Be the first to upload your “problem worth solving” to gain visibility.

To continue the idea development portion of the program, it’s required that to fill in and upload the Idea Canvas.



Responsible Role	All participants 	
Task	TASK: Define & Validate the Problem Use the checklist of 10 Rules for a Great Startup Idea to validate your idea Find industry trends relevant to your business with Google Search and Google Trends . The search is valuable for fine-tuning and specifying your idea.	TASK: Upload your Problem to the Online Platform & Fill in the Idea Canvas Upload your problem to the Online Platform . 1. Click “Add New Idea” on the Ideas & Teams tab. 2. Fill in the Idea Canvas .
Toolbox  (click me)	— 10 Rules for a Great Startup Idea — Google Trends	— Online Platform — Idea Canvas

GOALS:

- Form a diverse team of 5 members around a shared business idea

Your team will either make or break your business. Create a team of 5 people with diverse backgrounds and levels of experience. It's important that the team members have a level of passion to solve the same problem and work to achieve the same goals.



IMPORTANT

Idea Expo is at the venue at 2PM - 5PM

Take your **color-coded name badge** from the reception area.
Expertise color code: **green** - business; **red** - marketing; **blue** - IT;
orange - design; **purple** - scientist & other.

First your team will be confirmed by the EIA committee in Idea Expo.
Then confirm your members on the [Online Platform](#).

Responsible Role	All participants
Task	<p>TASK: Idea Expo and Team Formation</p> <ul style="list-style-type: none"> - If you have uploaded an idea and filled in the Idea Canvas, find a spot and put your canvas up in the Idea Expo area. Or take a canvas from the team and fill it in! - Idea expo phases: <ul style="list-style-type: none"> - Phase 1 (1.5 hours): All uploaded ideas will be presented with the Idea Canvas by the idea uploaders. If a team is formed, they can meet with the committee for confirmation. - Phase 2 (1 hour): Remove all canvases (formed teams). Team formation continues. - Phase 3 (0.5 hours): All remaining participants are divided into teams by the EIA committee. - Keep in mind that a team's success is relative to the diversity of expertise. - EIA committee will confirm all formed teams. - EIA will assign each team their Chief Mentor
Toolbox (click me)	<ul style="list-style-type: none"> — Color-coded name badge — Idea Canvas



SOLUTION DEVELOPMENT

How will your mentors help?

Your mentors are there to guide you through the solution development process. Here's what they'll teach you.



Chief Mentor

How to form a **dreamteam**.

How to **organize teamwork** and **team roles** to achieve your goals.

How to find the right problem with **the right solution**,
for the **right customer**, at the right time.



Design Mentor

How to design a **unique** user experience.

GOALS:

- Finalize the team of 5 members
- Discuss the problem and make adjustments in the Online Platform


Don't worry if you are still missing some team members, or you do not have a team yet. Chief Mentors will help with matchmaking at today's team mentoring session. You can also visit the Team Clinic.

Once the team is formed, get all problems and solutions on the table, and start narrowing down your business idea.

IMPORTANT

Find your business field tables on the **Room Map** presented on the screens at the Venue - you will meet your Chief Mentor there!



Responsible Role	All participants
Task	<p>TASK: Team Formation</p> <ul style="list-style-type: none"> - If you have already formed a team, occupy a free table and write your team's name and competencies on the board on your table - If you don't have a team of 5 yet, ask the Chief Mentor in the teamwork room for help. <p>TASK: Ideation</p> <ul style="list-style-type: none"> - Update the Problem Canvas to describe different problems. - Jointly choose and design the problem you wish to solve and the possible solution you wish to develop further (on the Lean Canvas). - Describe your unique value proposition on the template.
Toolbox  (click me)	<ul style="list-style-type: none"> — The Problem Canvas on the Online Platform — The Lean Canvas (Solution field) — Unique Value Proposition Template



CEO - confirm your team and upload the task files to the EIA platform today!



CBO - update the **Lean Canvas** day by day!

GOALS:

- Finish finding a problem-solution fit
- Map out your potential competitors
- Define a unique value proposition and competitive advantages
- Research industry trends to gain an overview of the industry
- Fine-tune the business idea

Problem-solution fit means that you have evidence that customers care about certain problems (pains/gains) and that you have designed a solution that addresses those problems. Customer problems (pains) are anything that prevent people from getting something done smoothly.

“Good” customer problems are:

- problems/pains/passions that **many** others have,
- problems that occur **often** enough,
- And problems that are serious enough that customers are ready to pay to get (rid of) them.

IMPORTANT

Find your missing team members or find an idea to join up with in the **Team Clinic** at 3PM - 6PM

Responsible Role	CEO 	CBO 	CMO 	CTO 	CDO 
Task	TASK: Confirm your team & upload the work Mark your team members in the Online Platform by this evening You are responsible for uploading all your team's work by 8PM every day! TASK: Update your Unique Value Proposition (UVP)	TASK: Research Competition Use the Google Tools Template to search for online evidence about your problem and solution: <ul style="list-style-type: none"> - Find competition and similar solutions that already exist. - Identify alternative solutions that already exist. This is your first Moment of Truth - either you have found your scalable idea and should continue fine-tuning it, or you have to design a new one (pivot). In that case, go back to describing idea(s), defining problem(s), and finding a UVP.		TASK: Benchmark Existing Solutions Based on CMO & CBO input, analyze and benchmark the current available solutions.	
Toolbox  (click me)	— Unique Value Proposition Template	— Google Tools Template — Google Advanced Patent Search — Google Consumer Barometer		— BEM Model	



CBO - you are responsible for updating the **Lean Canvas** day by day! Analyze and fill in the **unfair advantage**!

GOALS:

- Identify a product-market fit
- Prepare customer insights interview

IMPORTANT


Remember: There are no KEYNOTES tomorrow morning, as you should spend the morning talking to your customers!

Be back at the venue by 2PM to meet with your mentors and analyze the results!

A product - market fit occurs when:

- you have (online) evidence (data) that your solution (product, service) is actually creating customer value
- your product can scale in the market.

Basically, it means being in a good market with a product that can satisfy that market. Lack of market is the #1 startup killer, and neither a stellar team nor a fantastic product will redeem a bad market. To define your market, describe your customer persona first - your target market is actually a group of customers. Be ready to go out of the building tomorrow to validate your idea among potential customers.

Responsible Role	All participants
Task	<p>TASK: Customer Design</p> <ul style="list-style-type: none"> - Fill in the Customer Canvas. Choose from the versions for B2B, B2C or double-sided. <p>TASK: Market Selection</p> <ul style="list-style-type: none"> - Fill in the Market Canvas to select the market with the biggest potential. Use Google and Google Consumer Barometer. <p>TASK: Customer Interview Preparation</p> <ul style="list-style-type: none"> - Prepare a customer insights interview for your potential customers using Ground Rules for Interviewing. - Make sure you only take into account answers from your selected customers (target group - geographical, cultural, gender, age, income etc.) and not everyone you meet on the street. - Aim for 5 interviews. - Collect emails so that you can follow-up with customers you interviewed to validate the solution. <p>NB! If your solution is B2B:</p> <ul style="list-style-type: none"> - Create a survey for the decision makers and distribute it via LinkedIn to the correct organizations. - Try to arrange meetings for tomorrow with potential clients. You can also contact them via LinkedIn, email, or phone.
Toolbox  (click me)	<ul style="list-style-type: none"> — The Customer Canvas on the Online Platform — The Market Canvas on the Online Platform — Google Consumer Barometer — Ground Rules for Interviewing



CBO - fill in the customer segments on your **Lean Canvas**!

TASK distribution:

- **CEO** - plan your team's day for tomorrow;
- **CMO & CBO** - prepare the questions and figure out how to impress your potential customer;
- **CTO & CDO** - prepare and plan the technical solution for interviewing.

GOALS:

— Validate the problem (discovered)


Before starting to develop a product, you have to validate the problem and the solution with your customers. As a startup, by definition you are making many assumptions. You need to validate these as early as possible to avoid spending time and money on building something nobody wants. Validation also forces you to get in touch with your users, which could save you the pain of building a product that is hard to use or understand. Customer validation will help you figure out if people will buy your product before you build it.



IMPORTANT

Remember to take your prepared **Customer Insights Interview** questions with you!

Be back at the venue by 2PM for Team Mentoring Session!

Responsible Role	All participants
Task	<p>TASK: Problem and Customer Validation</p> <ul style="list-style-type: none"> - Talk to your potential customers by using the prepared customer insights interview to discover if they actually have the problem. - Aim for 5 interviews with your specific customer profile. <p>TASK: Feedback Analysis</p> <ul style="list-style-type: none"> - Summarize and analyze the results from your interviews and discuss it with your chief mentor. - Read each answer carefully. Identify patterns and trends rather than drawing conclusions based on individual comments. - This is your second Moment of Truth: No problem validation = search for a new problem to solve! If your assumptions are not confirmed you have to pivot (change direction.) Either you have chosen a bad problem, proposed a weak solution, or targeted the wrong customer. Remember that you are looking for an idea to scale globally! <p>If You Need To Pivot</p> <ul style="list-style-type: none"> - Search for a new problem to be solved, or change your target customer. - Search for evidence for your new problem/solution/market, using the Google Tools Template.
Toolbox  (click me)	<ul style="list-style-type: none"> — Customer insights interview — Google Tools Template (in case of Pivot)



CBO - go into more detail in the customer segments on your Lean Canvas!

GOALS:

- Prepare the Minimum Viable Product (MVP) for product development
- Validate the initial solution

Paper prototyping is mostly known for prototyping user interfaces, but it can also be used to make customer journeys, visualize ideas, or just to have some fun. Prototyping on paper is cheap, allows rapid iteration, increased creativity, and engages all team members in making their idea tangible.



IMPORTANT

EIA Startup Expo will take place on Day 7.
You will present your prototype there. Start preparing for it today!

Design Mentors are in the program!
Find a meeting signup link in Growby!

Responsible Role	All participants	
Task	<p>TASK: Sketch a Storyboard with Crazy 8</p> <ul style="list-style-type: none"> - Start brainstorming with the Crazy Eights Template - Then use the Storyboard Instructions to draw a storyboard for your service or product. <p>TASK: Build a Paper Prototype</p> <ul style="list-style-type: none"> - Use the MVP Checklist Template to make sure that your product will be the most minimalistic version of your solution, but still delivering great value to your customer. - Based on the storyboard, develop the prototype on paper. Make multiple iterations. - For hardware, use sketching and/or paper modelling. <p>TASK: Test Your Paper Prototype & Make Improvements</p> <ul style="list-style-type: none"> - Collect initial feedback to your paper prototype during the next days. - Use the Marvel App to bring your paper prototype to life. - Adapt your solution (either add or remove features) based on the feedback you collect. 	
Toolbox (click me)	<ul style="list-style-type: none"> — Crazy Eight's Template — Storyboarding Instructions — MVP Checklist Template 	<ul style="list-style-type: none"> — Paper Prototype Examples — Paper Prototyping Tools — Marvel App



Think like Elon. Prototype, prototype and prototype.
And in early stage fake it.

Check the Product Sprint criteria from Growby to
access the software mentors!

MARKETING CAMPAIGN

How will your mentors help?

Your mentors are there to guide you through the marketing process. Here's what they'll teach you.



Chief Mentor

How to decide on the key features for your digital prototype.

How to validate and scale your business model.



Marketing Mentor

How to launch a kick-ass marketing campaign in just 3 days.



Design Mentor

How to design an amazing landing page and marketing campaign.

GOALS:

- Upload the digital prototype
- Prepare for the expo pitch
- Begin the marketing strategy







Digitize your prototype to get initial feedback about your product online.
Keep the BEM model in mind!

Start preparing your marketing strategy before meeting with your marketing mentors tomorrow!

IMPORTANT

EIA Startup Expo will take place TOMORROW. You will present your prototype canvas. Start preparing for it today!
Team mentoring session TOMORROW from 10 AM - 12 PM. No keynotes!



Responsible Role	CEO 	CBO 	CMO 	CTO 	CDO 
Task	TASK: Short Pitch Preparation - Prepare a 30 second pitch for the Startup Expo. TASK: Startup Expo Canvases - Using paper templates, create an idea/ industry trends canvas and technical solution canvas for Startup Expo. - Work with your Marketing Mentor tomorrow to develop your tagline for the canvases.		TASK: Marketing Strategy - Fill in the Marketing Strategy Template . - Focus on key activities & channels. to get 1,000 users/ customers/subscribers by Day 14. - For B2B, ask for letters of intent from potential customers. Try to reach 1,000 users.		TASK: Upload your Prototype - Implement the feedback collected! - Digitize and share your paper prototype using the tools - Ask your design mentor for recommendations for additional tools! - For hardware, use 2D modeling and visualization, e.g., Photoshop. TASK: Landing Page Preparation & Launch - With your CMO, decide the outline of your landing page & launch the initial iteration
Toolbox  (click me)	— Lean Canvas on EIA platform — Startup Expo Canvases (printouts)		— Marketing Strategy Template — Letter of Intent Sample (B2B)		— Proto.io — Marvel App — InVision App — Landing Page Tutorial — Instapage — Wix



CBO - fill in the revenue streams, cost structure and key metrics on your **Lean Canvas!** What are your main channels for marketing?
Ask your CMO for help

Check the Product Sprint access criteria from Growby. That will grant the most advanced team access to work with software mentors on Day 11. Will you make it?


GOALS:

- Present your solution & collect feedback



IMPORTANT

Chief Mentors are leaving after Day 8!
Make the most of your time with them!
The Team Mentoring session is at 10AM - 12PM .
Startup Expo takes place at 2PM - 5PM!
Set up your stand and show off what you have achieved!

Responsible Role	All participants	
Task	<p>TASK 1: Finalize the Startup Expo Canvas</p> <ul style="list-style-type: none"> - Make sure your canvas looks good for the expo! <p>TASK 2: Attend Startup Expo</p> <ul style="list-style-type: none"> - Be ready to present your idea, industry trends, and technical solutions to your mentors and EIA co-participants. - Use the feedback to validate and improve your solution! <p>TASK 3: Fill in the form for Startup Expo sent by Growby</p>	
Toolbox  (click me)	<ul style="list-style-type: none"> — Startup Expo Canvases (printouts) 	

GOALS:

- Design the market strategy and campaign
- Create a revenue model
- Complete the business model

IMPORTANT

Today is the LAST day for Chief Mentors in the program!

Your marketing strategy and go-to-market plan must focus on four aspects:



- What you will sell. (Solution & unique value proposition)
- Who you will sell to. (Customer segment)
- How you will reach your target market. (Distribution channels, partners, etc.)
- Where you will promote your product. (Marketing channels)

A business model describes how you make a sustainable profit. Business model fit occurs when a value proposition is embedded in a profitable and scalable business. Some business models are better than others by design and produce better financial results. They are more difficult to copy and more likely to support growth.

A revenue model describes how you make money. A strong revenue model is particularly important for early stage startups, as their potential investors are usually very conscious about monetization. They want to estimate the business potential: Cash flow, frequency of purchases, and recurring revenue through customer life cycle (CLC.)

Responsible Role	CEO 	CBO 	CMO 	CTO 	CDO 
Task	<p>TASK: Revenue Model</p> <ul style="list-style-type: none">- Define your revenue model.- Use Monetisation Cards to study different revenue models with examples, and write down your revenue model. <p>TASK: Business Model</p> <ul style="list-style-type: none">- Fill in the business model Lean Canvas on the EIA platform.- Your business model must be designed for fast growth and global scalability.- Assess your business model and its scalability by using the Assessment template. <p>TASK: Feedback Analysis</p> <ul style="list-style-type: none">- Create a plan of action for the rest of the program with your chief mentor- Include all team members in the discussion		<p>TASK: Marketing Strategy</p> <ul style="list-style-type: none">- Discuss your Marketing Strategy Template with your Marketing Mentor. <p>TASK: Marketing Campaign</p> <ul style="list-style-type: none">- Based on the strategy, fill in the Marketing Campaign template for preparation.		<p>TASK: Improve Your Landing page</p> <ul style="list-style-type: none">- Create a landing page with a clear value proposition.- Use the tools recommended below or check with your marketing mentor.- Follow instructions on the Sales Messaging Cheat Sheet to write compelling sales messages.
Toolbox  (click me)	<ul style="list-style-type: none">— Business Model Assessment template— Lean Canvas on EIA platform— Monetisation Cards		<ul style="list-style-type: none">— Marketing Strategy Template— Marketing Campaign template		<ul style="list-style-type: none">— Instapage— Wix— Sales Messaging Cheat Sheet

GOALS:


- Have your marketing campaign and content ready to launch tomorrow

To stand out, you need to create attractive, creative content and design for your marketing channels. You will launch your campaign tomorrow, so be ready to stand out from the countless messages and images in the market.



IMPORTANT

TOMORROW is the last day for Marketing Mentors!
Ask them all the questions!

Responsible Role	CEO	CBO	CMO	CTO	CDO
Task	TASK: Create Content - Fill in the Content Plan . Build a marketing campaign for social media channels accordingly. Use Canva to design your messages. TASK: Prepare Marketing Tools - Complete other tasks according to your marketing campaign. TASK: Prepare Marketing Tools - Set up marketing tools (incl. newsletters using Mailchimp , email templates, Thunderclap.it , etc.)			TASK: Prototype Fine Tuning - Analyze your solution using the BEM Model - Decide on the key features you will develop during the product sprint	TASK: Prepare campaign templates - Design the campaign look for social media and landing page
	Toolbox  (click me) - Content Plan - Google Analytics - Marketing Campaign Template - Canva - Mailchimp - Thunderclap.it			- BEM Model	

GOALS:

- Launch your marketing campaign
- Acquire your first customers or users







The business solution and the marketing campaign should feel like it's final, although it's only the beginning of the journey. It is not likely that your MVP is going to be your final product, and there will be a lot of build-measure-learn iterations that go into making the next Uber, Airbnb, or Google, so be prepared!



IMPORTANT

TODAY is the last day of **Marketing Mentors** in the program! Check the **criteria** to access software and hardware mentors for Product Sprint from Growby!

Did your team will the Product Sprint Access criteria? If yes, then you will meet with software mentors next week. If no, then your goal is to focus on improving your prototype. In early stage, you can impress the investors with a well done fake product as much as a fully coded one!

Responsible Role	CEO 	CBO 	CMO 	CTO 	CDO 
Task	TASK: Launch Your Campaign <ul style="list-style-type: none"> - Launch the campaign today. Use the Launch Checklist to keep track of what to do. Run mass emailing with Mailchimp to promote your solution. TASK: Marketing Activities <ul style="list-style-type: none"> - Plan your marketing activities for next week with your marketing mentor! 			TASK: Submit Your Solution <ul style="list-style-type: none"> - Submit your solution to Product Hunt to gain visibility. TASK: Product Sprint <ul style="list-style-type: none"> - Fill the Product Sprint Template. Define your sprint track based on what you will be able to deliver - Mobile App, Web App, hardware prototype (or Prototype Only, if you do not have IT) - Use the BEM model 	
Toolbox  (click me)	<ul style="list-style-type: none"> — Launch Checklist — Mailchimp 			<ul style="list-style-type: none"> — Product Hunt — Product Sprint Template 	

PITCHING, FUNDING & PRODUCT SPRINT

How will your mentors help?

Your mentors are there to guide you through the funding, pitching and product sprint process. Here's what they'll teach you.



Software Mentor

How to develop in a lean mode to launch the MVP.



Design Mentor

How to design a flawless slide deck.



Pitch Coach

How to perfect your presentation.



IP Lawyer

How to protect a solution and business from competitors.



Investor



How to deliver a memorable pitch and get funding.

GOALS:

- Design Intellectual Property (IP) plan
- Complete 40% of product functionality

Why should you and how do you protect your IP in the early stages of the company? In addition to patenting everything, startups need to think about their employees, contractors, suppliers, customers, and possible partners as part of their IP strategy. Integrate your IP strategy into your pitch to secure funding and scale your business profitably.



Responsible Role	CEO 	CBO 	CMO 	CTO 	CDO 
Task	TASK: Pitch Preparation <ul style="list-style-type: none"> - Start preparing your pitch presentation. - Use the template examples sent by Growby 	TASK: IP Protection Plan <ul style="list-style-type: none"> - Use the IP Protection Plan template to draft a plan to protect your IP. - Conduct a patentability search (Google Advanced Patents) to learn if your solution has already been patented. 	TASK: Marketing Campaign Improvement <ul style="list-style-type: none"> - Analyze your marketing campaign results using analytics tools (e.g. Google,) and update your Marketing Campaign template. - Improve the campaign messages, selected marketing tools, and channels to get more customer leads. - For B2B solutions, contact your potential clients and make demo calls in order to get letters of intent and confirm their interest or willingness to buy from you. 	TASK: 40% of product must be ready! <p>Mobile App/ Web App</p> <ul style="list-style-type: none"> - Continue building and testing the app/site. - Add backend support if needed. <p>Prototype Only (no coding)</p> <ul style="list-style-type: none"> - Continue building and testing the prototype. - Make views navigable. <p>Physical Product</p> <ul style="list-style-type: none"> - Continue building a landing page for your product. - Create visuals for your product. <p>Ask software mentors for advice about other tools!</p>	
Toolbox  (click me)		<ul style="list-style-type: none"> – IP Protection Plan template – Google Advanced Patent Search 	<ul style="list-style-type: none"> – Google Analytics – Marketing Campaign template 	<ul style="list-style-type: none"> – Ionic / NativeiOS / XCode / Android Studio – Firebase – Bootstrap – Github.com – Brackets 	

GOALS:







- Set startup financial indicators
- Complete 80% of functionality

Corporate financials focus on planning and budgeting. In contrast, a startup's financials focus is on monitoring and validating. Therefore, you need metrics to evaluate whether your business model is worth scaling into a company. One of the most important slides in your pitch will be about startup financials. Be prepared to impress with numbers!

IMPORTANT

Use the Growby link to register to meet with investors on Day 14!



Responsible Role	CEO 	CBO 	CMO 	CTO 	CDO 
Task	TASK: Calculate Financial KPIs <ul style="list-style-type: none"> - Calculate the listed financial KPIs, integrate the most relevant KPIs into your pitch, and be ready to answer the investors' questions about the rest. TASK: Prepare Your Pitch <ul style="list-style-type: none"> - Prepare your pitch using the template provided. Remember that you can only present your pitch for max. 3 minutes. 		TASK: Measure Traction <ul style="list-style-type: none"> - Measure and analyze your marketing campaign results to include the results in the pitch 		TASK: 80% of the product must be ready! <ul style="list-style-type: none"> - Continue building and testing the app/web application/landing page/prototype - Build a landing page. Ask software mentors for advice about other tools!
Toolbox  (click me)	<ul style="list-style-type: none"> — Financial KPIs — Pitch Deck Template 		<ul style="list-style-type: none"> — Marketing Campaign template 		<ul style="list-style-type: none"> — Ionic / NativeiOS / XCode / Android Studio — Firebase — Bootstrap — Github.com — Brackets — Firebase / Heroku — Sketch (for Mac only) / Adobe Xd // proto.io — Marvel App / Invision App

GOALS:




- Define the funding strategy
- Finalize the pitch
- Upload the solution and bug fixes

Every startup needs capital, whether to fund product development, for initial launch efforts, acquiring inventory, or paying that first employee. The most successful entrepreneurs are the ones who think creatively, not only about their product offering, but also about how to get cash.

A study about the perfect pitch shows that investors take an average of 3 minutes to make an investment decision. The most important slides are those on funding, financials, the team, and competition. Keep your pitch and slides simple and captivating.

IMPORTANT

TODAY is the last day for the Product Sprint with Software & Hardware Mentors!

Responsible Role	CEO 	CBO 	CMO 	CTO 	CDO 
Task	TASK: Create Funding Strategy <ul style="list-style-type: none">- Use the Funding Strategy Template to define the most suitable funding strategy for your startup.- Be clear on how much money you need, and exactly what you need it for. TASK: Prepare Your Pitch <ul style="list-style-type: none">- Finalize your Pitch Deck Template. Include the latest data of market traction. Ask for the CDO's help to make sure your slides look amazing!- Keep rehearsing your pitch until you can nail it every time!- Learn from the Best Startup Pitches.- NB! Use the One-pager to summarize your startup's main points, and upload it to the EIA platform before tomorrow's meetings with investors.		TASK: Marketing Campaign Improvement <ul style="list-style-type: none">- Review your marketing campaign again and find ways to improve its efficiency to get more customers. You will measure your final results of the campaign tomorrow evening! Still no customers? Grab a phone and make calls to 200 of potential customers.		TASK: Upload solution; bug testing <ul style="list-style-type: none">- Test and fix bugs, make last minute changes and improvements- Upload the updated product Ask software mentors for advice about other tools!
Toolbox  (click me)	<ul style="list-style-type: none">— Funding Strategy Template— Pitch Deck Template— Best Startup Pitches— Startup summary one-pager		<ul style="list-style-type: none">— Marketing Campaign template		

GOALS:


- Create the action plan for your team's future
- Fine-tune the pitch for tomorrow

If you have found a great business opportunity with your international team, make sure you do not lose momentum when you return home. It is vital to agree on the future plans and goals that you will achieve together. Take advantage of this opportunity to create something awesome.

IMPORTANT

Keep working on your pitch! You could be the Wild Card to be added to the top 10!



Responsible Role	All participants	
Task	<p>TASK: Plan Your Future</p> <ul style="list-style-type: none"> - Design a 100-day action plan for your team's immediate future - what happens after EIA? <p>TASK: Fine tune Your Pitch</p> <ul style="list-style-type: none"> - Fine tune your Pitch, and upload it to the EIA platform by 8 PM - Update the slide design and practice the presentation - Add the latest Marketing Campaign results and upload the proof of your market traction (screenshots of web analytics, mobile downloads, emails etc.) to the EIA platform for your Team by 8 PM 	
Toolbox  (click me)	<ul style="list-style-type: none"> — 100 Days Action Plan — Startup Checklist — EIA Platform — Pitch Deck Template — Marketing Campaign template 	



The team - take time to practice your pitch and decide who is the best to deliver it!

GOALS:

— Present like a boss!

Making an impression on the investors within the first few seconds of your appearance and pitch will be crucial. It can mean everything for your future business success - or failure! Pitching like a boss means that you are able to present and sell your ideas to anyone, at anytime, and anywhere, be it Warren Buffett himself. Often, how you pitch may become even more important than what you pitch. So go up there, rock the stage, pitch like a boss, and impress the investors!

IMPORTANT

- 10 AM - 10:10 AM. - **Welcome and Day Overview**
- 10:10 AM - 12 PM - **Pitching Carousel**
- 12 PM - 1 PM - Lunch
- 1 PM - 3 PM - **EIA Grand Pitching: Top 10 + Winners and Awards**
- 3 PM - 6 PM - **EIA Graduation Gala**

Carousel format: 3+3+3 min (3 min pitch + 3 min questions from investor to team + 3 min questions from team to investor)

Grand pitching format: 3 + 4 (2 min pitch + 4 min questions from investors)

Assessment Criteria

- Opportunity (proof of problem/solution fit)
- Traction (proof of product/market fit)
- Scalability (proof of business model fit)
- Team and execution
- Presentation



EPILOGUE

You have made it through EIA! Now go out in the world and make it happen!

Use the knowledge acquired wisely to **scale** and level-up your business.

Leverage your **early customers** to move from MVP to the next level.

Keep and grow your **network** of mentors, advisors and supporters.

Use the expertise of your investors.

And remember, it's mainly about the **team**!

You dreamt big, now **dream even bigger**!



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