

MARKEDSAFDÆKNING

AFHOLDELSE AF UDDANNELSESFORLØB TIL
STARTUPS OM MARKEDSINDTRÆNGNING PÅ
INTERNATIONALE MARKEDER

BILAG 1

Generelle oplysninger

Udbuddets titel

Markedsafdækning forud for indgåelse af aftale med leverandør om udarbejdelse og implementering af et uddannelsesforløb, der forbereder iværksættervirksomheder på etablering på internationale markeder.

Udbyder

Erhvervshus Hovedstaden; Fruebjergvej 3, 2100 København Ø, CVR nr. 40084711, herefter benævnt 'EHHS'.

Bilagsdato

19. december 2022

Bilag 1

Spørgsmål

Hvad er indholdet på den online platform, som deltagere på inkubationsforløbet får adgang til?

Svar

Følgende overblik over platformens 12 læringsmoduler er vejledende, men ikke 100% fyldestgørende.

Pitching

Beachhead &
value proposition

Value delta

Getting funding

Entrepreneurship
by design

Critical skills

Original insight

Reinforcing value
loopsStartup product
roadmap

Metrics & KPIs

Assumption
testing

Feedback culture

You will learn

1. How to craft a perfect script for your 2-min video pitch
2. Develop your script and record your 2-min video pitch

Pitching

1. Understand the components of product-market-fit (PMF)
2. How other startups have obtained product-market-fit
3. Apply key tools to radically increase the odds of getting PMF

Beachhead & value prop

1. Why and how perceived value and novelty are essential
2. How to position your company on these parameters and map out the opportunities and challenges

Value delta

Course lessons

1. Key issues to consider before developing your pitch
2. The six essential components to a great script for your pitch
3. How to write your perfect pitch
4. Advice about design & delivery

1. Why it is crucial to success
2. How to implement the beachhead concept
3. How to navigate between features, benefits and value
4. How to mold your uniqueness
5. How to map out the competition
6. Combining it all into a complete value proposition

1. Learn the essentials: Perceived value and perceived novelty
2. Apply the concepts and determine your own value delta

You will learn

1. How investors evaluate startups
2. What kind of growth investors expect and why
3. How an investment fund works

Getting funding

1. Why and how strategic design benefits business
2. The basics of strategic design
3. The difference btw. customers and users and why it matters
4. The ABC of assumptions testing

Entrepreneurship by design

1. How to identify the critical skills
2. How to assess whether your founder team is complete
3. Why multiple founders is good
4. How to find the right co-founders
5. How to align on the journey

Critical skills

Course lessons

1. Understanding the math
2. Value your startup
3. What is a strong team and what does it mean to the investor?
4. How your startup is portrayed to an investment committee

1. Intro to strategic design
2. What is a user vs. a customer and what does it mean to your business model
3. Mapping your assumptions
4. Systematic scanning of underlying assumptions of your startup
5. Assumption testing

1. Setting a complete founder team
2. Mapping the critical skills

You will learn

1. What unproductive things many founders spend time on
2. What the most successful founders spend time on
3. What original insight is and how to obtain it

Original insight

1. Two important factors for building a scalable business
2. How to gauge if your company has these prerequisites
3. Framework for mapping out your company's Alpha and Beta

Reinforcing value loops

1. Concise instructions on how to build a product roadmap
2. How to focus on the outcomes that matter

Startup product roadmap

Course lessons

1. Qualifying original insight
2. Understanding your customers
3. How to obtain original insight

1. Understanding scalability
2. Understanding the attractiveness of a market
3. Understanding how fast you can grow

1. Learn how a product roadmap will save you time and effort, and provide valuable insights
2. Apply the concepts and create your own product roadmap

You will learn

1. Why KPIs and metrics matter
2. How to use metrics in practice
3. Common issues and pitfalls
4. A framework for applying the learnings to your business

Metrics & KPIs

1. How to conduct a good semi-structured interview
2. How to use prototyping as a strategic tool

Assumption testing

1. How to build a feedback culture
2. Personality test and coaching
3. Everyday alignment and transparency
4. How to implement a feedback culture

Feedback culture

Course lessons

1. Introduction to Metrics & KPIs
2. Which metrics matter?
3. Using metrics in practice
4. Tracking metrics
5. Metric pitfalls
6. Top-priority metric for each area
7. Reviewing KPIs

1. How to conduct a good semi-structured interview is an important skill as a startup
2. How to use prototyping as a strategic tool that will enable your business to rapidly test hypotheses

1. Building a feedback culture
2. 1-on-1 framework

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