EXTREME ACCELERATION PLAYBOOK

EUROPEAN INNOVATION ACADEMY

European Innovation Academy
July - August 2017
Cascais-Lisbon, Portugal

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PRELUDE

You need to:

Find a **problem worth solving**.

Design a **unique user experience** that people have never dreamed of.

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

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

Find shortcuts, and copy and use all available resources to be **agile**.

Act like a guerrilla warrior - **resources** are scarce.

Use the **BEM Model** to accelerate your startup!

Engage your mentors to solve the problem.

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

Goals are dreams with deadlines!

EIA IN NUTSHELL

IMPORTANT TO KNOW

- **The address of the EIA venue in Portugal:**
  - **WEEK 1 & 2 – Av. Amaral, 2765-192 Estoril, Portugal (Estoril Congress Center)**
  - **WEEK 3 – Av. Marginal 8554, 2754-536 Cascais, Portugal (Hotel Cascais Miragem)**
- Wear your badge throughout the EIA program - it ensures you can enter the venue.
- Your main tools in the program are the EIA Playbook, the EIA Online Platform, and Slack.
- After completing each task in the EIA Playbook, update your idea's Lean Canvas.
- Every evening plan your next day according to your Teamwork & Team Roles template.
- Sign up for clinic sessions each week (follow the specific sessions in the EIA Playbook and the instructions for signing up in Slack).
- Remember to set a goal for launching your product to the market and the marketing campaign on DAY 10.
- Competences in your team:
  - Business person
  - Marketer
  - Software Developer (max 2)
  - Designer
  - Other
- Daily agenda*:
  - 10 a.m. - 12 p.m.: Keynote session
  - 12 - 1:30 p.m.: Lunch
  - 1:30 - 2:30 p.m.: Keynote session
  - 3 - 6 p.m.: Team Mentoring session
  - 6 - 8 p.m.: Independent Teamwork

* Except DAY 4, 10 & 15

THE EIA PLAYBOOK

- **Download the templates** from the daily toolbox to your computer.
- **You can edit** the templates once you have downloaded them (editable PDFs).
- Use the same downloaded files during EIA (some blank templates recur in the Playbook).
- **Upload completed templates** daily to EIA Platform under you Idea page (**File tab**).

THE EIA PLATFORM

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

WHO IS WHO IN YOUR TEAM?

CEO

I am a leadership ninja!

CMO

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

CTO

I develop apps like Instagram in just 1 day!

CBO

My innovative business model turns an idea into value!

CDO

My creativity combines a marriage of UI and UX!

WHO IS WHO AMONG YOUR MENTORS?

Chief Mentor

DAY 0-7

For business mentoring and team management

IT Mentor

DAY 6-10

For product development and coding

Design Mentor

DAY 6-10

For UX and UI design, and for product development

Marketing Mentor

DAY 7-10

For marketing strategy and campaign design

Life Coach

DAY 1-15

For personal development-related questions

IP Lawyer

DAY 11-13

For intellectual property protection

Pitch Coach

DAY 12-14

For pitch design, training and fine-tuning

Investor

DAY 14-15

For fundraising mentoring

TEAMWORK & TEAM ROLES

Our team name:

Idea:

Name	Main competence					Main role in the EIA team
	Marketing	Business	Software development	Design	Other	
Example: ***David***	✔			✔	*Pitching*	*CMO*

CUSTOMER DEVELOPMENT

Lead questions for your Mentor this week:

Chief Mentor

How do you form a dream team?

How do you organize teamwork and roles to achieve your goals?

How do you find the right problem and the right solution for the right customer at the right market?

PRE-PROGRAM

GOAL: Get to know your potential team members

The team is the most crucial factor for success. If you have a startup idea uploaded on the EIA Online Platform, the Meet & Greet session gives you the opportunity to finally meet your potential team members, and connect around your idea. Find any missing competences, and create your team to work with throughout the EIA program.

IMPORTANT

At the EIA Venue in Estoril Congress Center
(address: Av. Amaral, 2765-192 Estoril, Portugal) at 5 - 7 p.m.

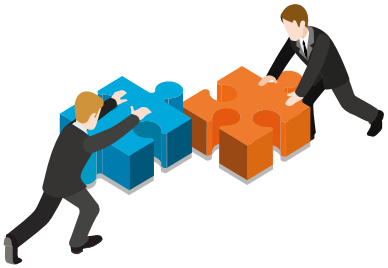
Confirm your team members by midnight on the EIA Online Platform.

TOOLBOX

(Click me)

Color-coded name badges

Teambuilding Template



TASK 1: My Expertise Profiling

- Take your **color-coded name badge** from the reception. The coloring for expertise are: **green** - business; **red** - marketing; **blue** - IT; **yellow** - design; **white** - other.
- Go to the meeting area for the Speed Dating

TASK 2: Speed Dating

- Find the team you signed up for on the EIA Online Platform, or if you do not have a team yet, try to find your perfect team during the Speed Dating.
- Pitch your problem/solution to each other during 4 minutes to find or confirm your dream team.
- Keep in mind that a team's success is relative to the diversity of expertise in a 5-member team.

TASK 3: Dinner

- Gather the group of people that you would like to team up with, and go to dinner together.
- Don't forget to take the Teambuilding Template from the reception with you.

GET INSPIRED: Why Diversity is Good for Tech Startups Aiming for Global by Maelle Nys (OneSky Blog)

DAY 1 17 July, Monday: Team Formation & Ideation 1st WEEK

GOALS: **Team of 5 is formed, problem is finalized and adjusted on the EIA Online Platform**

The goal of this day is to form teams of 5 people with different competences, who share a passion to solve the same problem and work towards the same goals. If you are still missing some team members or you do not have a team yet, don't worry. Chief Mentors at today's team mentoring session will help you with matchmaking. You can also visit Team Clinic. Thoroughly discuss all the potential ideas on the table - the possible problems, and solutions. This helps you decide who you would like to work with.

IMPORTANT

Find your teamwork room by your business field on the **Room Map** presented via screens at the EIA Venue - you will meet your Chief Mentor there!

Find your missing team members or get ideas of who to join with in **Team Clinic** at 3 - 6 p.m.

TOOLBOX

(Click me)

Board for the team's name and competences

- Problem Canvas on the EIA Online Platform
- Lean Canvas (Solution field)
- Unique Value Proposition Template

TASK 1: Team Formation

- Go to your teamwork room by your business field (see the **Room Map**). If you have already formed a team of 5 occupy a free table with your team and write your team's name and competences on the **Board** on your table.
- If you are missing team member(s), send a representative to **Team Clinic** to find the missing member(s).
- If you don't have a team of 5 yet, ask the Chief Mentor in your teamwork room for help.
- If you still have not found the right team, visit **Team Clinic**.

TASK 2: Ideation

- 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.

GET INSPIRED: The 7 All-time Greatest Ideation Techniques by Chuck Frey (Innovation Management)

GOALS: **Problem-Solution fit found, competitors mapped, industry trends defined, business idea fine-tuned**

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 customers from getting a job done smoothly. “Good” customer problems are:

- problems/pains/passions that **many** others have
- problems that occur **often** enough (toothbrush test - 2 x a day)
- problems that are serious enough that customers are ready to pay to get (rid of) them.

Map your direct and alternative competitors to be sure you have a unique value proposition and competitive advantage(s). Define industry trends to get an overview of the perspectives, patterns and potential in the business field.

IMPORTANT

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

Confirm your team members by midnight on the EIA Online Platform.

TOOLBOX

(Click me)

- Google Tools Template
- Google Search
- Youtube
- Google Advanced Patent Search
- Keyword Planner
- Google Consumer Barometer

TASK 1: Competition

- Use the Google Tools Template to search for online evidence about your problem and solution:
  - Find the 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 an UVP.

TASK 2: Demand and Trends

- Find the industry trends relevant to your business field by using Google Search. The search is valuable to fine-tune your idea and to support your explanation of why you are developing the specific solution for the problem.
- Find the popularity and relevance of keywords describing your problem and solution using tools in the toolbox.

GET INSPIRED: Market selection - How to Select a Target Market for New Product Launch by Motarme

GOALS: Product-Market fit identified, customer insights interview prepared

Product-Market fit takes place when:

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

Basically, it means being in a good market with a product that can satisfy that market. In a great market - a market with lots of real, potential customers - the market pulls the product out of the startup. 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.

PREPARE FOR TOMORROW

IMPORTANT

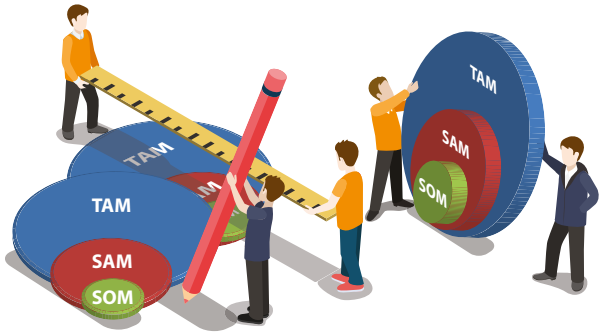
Take with you from your table:

- Playbook DAY 4 printout

TOOLBOX

(Click me)

- The Customer Canvas on the EIA Online Platform
- The Market Canvas on the EIA Online Platform
- Google Search
- Google Consumer Barometer
- Ground Rules for Interviewing



TASK 1: Customer Design

- Complete the Customer Canvas on the EIA Online Platform. Choose from among the versions for B2B, B2C or double-sided.
- NB! If your solution is for B2B, arrange meetings for tomorrow with potential clients from your target group to test the idea. Use Google Search and contact them. Find the right people within organizations (decision makers). You can also contact them via LinkedIn, email or phone.

TASK 2: Market Selection

- Continue your work on the EIA Platform. Fill in the Market Canvas to select the market with the biggest potential. Use Google Search and Google Consumer Barometer.

TASK 3: Prepare Customer Interview

- Prepare a **customer insights interview** for your potential customers using Ground Rules for Interviewing. Do not forget to take it with you tomorrow.

GET INSPIRED: Customer Persona - Personas for Needfinding, Design & Growth by Alexander Cowan
How to Select a Target Market for New Product Launch by Motarme

DAY 4 20 July, Thursday: Customer Validation

GOAL: Problem validated (discovered)

Before starting a product development 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** with you for validation.

TOOLBOX

Customer Insights Interview

Google Tools Template (in case of pivot)

TASK 1: Problem and Customer Validation	TASK 2: Feedback Analysis	TASK 3: If You Need To Pivot
– Talk to your potential customers to discover if they actually have the problem, using your prepared customer insights interview. – Make sure you only take into account answers from your selected customers (target group - geographical, cultural, gender, age, income etc.), not everybody you meet on the street. – Make notes in order to use them in Feedback Analysis. – Your aim is not to get a specic number of tests but a consistency that allow you to draw conclusions.	– Summarize and analyze the results from your interviews. – Read each answer carefully, but 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 a global scale idea!	– If you need to pivot, search jointly 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.

GET INSPIRED: Validate or Die: Using Validation to Build the Right Product by Kunal Punjabi (Mind The Product)
Customer validation - How to Interview your Customers by Customer Development Labs

DAY 5 21 July, Friday: Prototyping

GOALS: Minimum Viable Product (MVP) prototype is ready for product development, and initial solution validation will be done during the weekend

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. Digitize your prototype to get initial feedback about your product online. Start planning your product sprint, and keep the BEM model in mind.

IMPORTANT

EIA Startup Expo will take place on DAY 10. You will present your prototype canvas there. Start preparing for it today (see also DAY 7 and DAY 10).

TOOLBOX

(Click me)

- Crazy Eights Template
- Storyboarding Instructions
- MVP Checklist Template
- Paper Prototype Examples
- Proto.io
- Marvel App
- InVision App
- Product Sprint Template
- EIA Online Platform
- BEM Model

TASK 1: Sketch a Storyboard

- Take into account all the important information you gathered yesterday, start brainstorming with the Crazy Eights Template and its technique, and then continue with storyboard.
- Use the Storyboarding Instructions to draw a storyboard for your service or product.

TASK 2: Build a Paper Prototype

- 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**. Use all the stationery on your table, provided by EIA.
- For hardware, use sketching and/or paper modelling.

TASK 3: Upload Your Prototype

- Digitize and share your paper prototype using Proto.io, Marvel App or InVision App.
- For hardware, use 2D modeling and visualization e.g. Photoshop.
- Collect initial feedback during the weekend with the suggested applications.

TASK 4: Plan Product Sprint

- Plan Product Sprint using 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 competence in your team).
- Check for recommendations from your IT Mentor in the comments under your Lean Canvas on the EIA platform.
- Use BEM Model

GET INSPIRED: Prototyping for Web and Mobile Workshop by Simon Phillips (Slideshare)
10 examples of web and mobile wireframe and prototype examples by Emily Grace Adiseshiah

MARKETING CAMPAIGN PRODUCT SPRINT

Lead questions for your Mentors this week:

Chief Mentor

How do you validate and scale your business model?

Marketing Mentor

How do you launch a kick-ass marketing campaign in just 3 days?

IT Mentor

How do you develop in a lean mode, to launch the MVP on Friday?

Design Mentor

How do you design a unique user experience?

BUSINESS

GOAL: Revenue model designed

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).

TOOLBOX (Click me)

- Revenue Model Decision Tree
- Monetisation Cards
- Marketing Strategy Template
- Letter of Intent Sample (B2B)
- Why Scaling is Important?

PRODUCT

GOALS: Minimum viable product concept ready - development accounts created

While building your solution, use as many existing components as possible from the web. Use the BEM Model.

TOOLBOX (Click me)

1. Ionic / XCode / Android Studio 2. Firebase 3. Fabric 4. Github.com 5. Sinch.com 6. Google Manual	1. Brackets 2. Firebase / Heroku 3. Github.com	1. Sketch (for Mac only) / Adobe Xd /Proto.io 2. Marvel App / Invision App	1. Launchrock 2. Landing Page Tutorial

TASK 1: Design a Revenue Model

- Use the Revenue Model Decision Tree to define the best revenue model for your startup.
- Use Monetisation Cards to study different revenue models with examples, and write down your revenue model.

TASK 2: Prepare a Marketing Strategy

- Marketing Strategy Template allows you to draft a marketing strategy. Discuss it with your Marketing Mentor on Wednesday.
- Focus on key activities, channels, teamwork etc. to get 1,000 users/ customers/subscribers by the end of the EIA program. Read more about Why Scaling is Important?
- For a B2B solution, try to get letters of intent from potential customers, to reach 1,000 users.

TASKS

Mobile App	Web App	Prototype Only (no coding)	Physical Product
1. Make an account for App Store / Google Play. 2. Build screens with navigation (coding). 3. Share the app with your team using Fabric.	1. Set up a server. 2. Build pages with navigation. 3. Upload the website for your team.	1. Build pages for prototype. 2. Share prototype with your team.	1. Build landing page for your product. 2. Create visuals for your product.

GET INSPIRED: 6 Drivers That Determine Your Revenue Model by George Deeb (The Next Web)
15 Early Traction Growth Hacking Strategies For Startups by Stuart McKeown (Gleam)

BUSINESS

GOAL: Business model completed

Business model fit takes place 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.

PRODUCT

GOAL: 40% of product functionality completed

The fastest way to get back on track after pivoting is to use existing components from the web. Don't spend time building something that already exists!

IMPORTANT

The EIA team will collect your canvases tonight for the EIA Startup Expo.
You have to assemble your canvases yourself on DAY 10.

TOOLBOX

(Click me)

- Lean Canvas on the EIA platform
- Business Model Assessment Template
- Marketing Strategy Template

Startup Expo Canvases (printouts on the table)

TOOLBOX (Click me)

1. Ionic / XCode / Android Studio 2. Firebase 3. Fabric 4. Github.com 5. Sinch.com	1. Brackets 2. Firebase / Heroku 3. Github.com	1. Sketch (for Mac only) / Adobe Xd /Proto.io 2. Marvel App / Invision App 3. Mobincube.com	1. Launchrock 2. Landing Page Tutorial

TASK 1: Finalize Your Business Model	TASK 2: Define Marketing Strategy	TASK 3: Prepare for EIA Startup Expo
– Re-visit and finalize your 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 Business Model Assessment Template.	– Based on the Marketing Strategy Template prepared on Monday, discuss your strategy with your Marketing Mentor to define the best strategy for your business.	– Using paper templates, create an idea/industry trends canvas and technical solution canvas for EIA Startup Expo (DAY 10).

TASKS

Mobile App	Web App	Prototype Only (no coding)	Physical Product
1. Continue building and testing the app. 2. Add back-end support if needed.	1. Continue building and testing the site. 2. Add back-end support if needed.	1. Continue building and testing the prototype. 2. Make views navigable. 3. Consider using appmakers (Mobincube).	1. Continue building a landing page for your product. 2. Create visuals for your product.

GET INSPIRED: +50 Business & Revenue Model Examples by Board of Innovation

BUSINESS

GOALS: Marketing strategy and marketing campaign designed

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

- What will you sell? (solution & unique value proposition)
- Who will you sell to? (customer segment)
- How will you reach your target market? (distribution channels, partners, etc.)
- Where will you promote your product? (marketing channels)

TOOLBOX (Click me)

- Marketing Strategy Template
- Marketing Campaign Template
- Launchrock
- Sales Messaging Cheat Sheet
- Landing Page Tutorial

TASK 1: Finalize Marketing Strategy	TASK 2: Design Marketing Campaign	TASK 3: Build Your Landing page
- Fine-tune your Marketing Strategy Template to continue building your campaign.	- Based on the strategy, define your marketing campaign using the template.	- Create a landing page with a clear unique value proposition on Launchrock. Follow instructions on the Sales Messaging Cheat Sheet to write compelling sales messages.

PRODUCT

GOALS: 80% of functionality completed; landing page in progress

The landing page is important to gather leads for the launch.
Most of your solution should be ready by tomorrow.

launchrock

TOOLBOX (Click me)

Mobile App	Web App	Prototype Only (no coding)	Physical Product
1. Launchrock 2. Landing Page Tutorial	1. Launchrock 2. Landing Page Tutorial	1. Launchrock 2. Landing Page Tutorial	1. Launchrock 2. Landing Page Tutorial

TASKS

Mobile App	Web App	Prototype Only (no coding)	Physical Product
1. Continue building and testing the app. 2. Build a landing page.	1. Continue building and testing the site. 2. Build a landing page.	1. Continue building and testing the prototype. 2. Build a landing page.	1. Continue building a landing page for your product.

GET INSPIRED: A Step-by-Step Guide to Running Successful Marketing Campaigns by Amanda Durepos (Unbounce)
ASP 43: How to Create Kick Ass Landing Pages by Authority Pub

CUSTOMER

GOALS: Marketing campaign and content ready to launch tomorrow

To stand out you need to create attractive 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.

TOOLBOX (Click me)

- Content Plan
- Google Analytics
- Marketing Campaign Template
- Canva
- Mailchimp
- Thunderclap.it

TASK 1: Create Content	TASK 2: Prepare Marketing Tools
– Build a marketing campaign for social media channels, according to your Content Plan. – Use Canva to design your visual messages.	– Complete other tasks, according to your marketing campaign. – Set up marketing tools (incl. newsletters, using Mailchimp, e-mail templates, Thunderclap.it etc.)

PRODUCT

GOALS: Solution ready for uploading by the evening; bug fixing

Publishing an Android app might take a few hours, but publishing an iOS app may take a few days or even a week. Use Expedited App Review for time-sensitive events, to shorten the review and publishing process. Use Fabric to avoid waiting for the App Store's review cycle, and send the app link directly for testing.

TOOLBOX (Click me)			
1. ITunesConnect / Fabric / Test Flight 2. Expedited App Review	1. Firebase / Heroku	1. Adobe Xd / Proto.io 2. Marvel App / Invision App	1. Launchrock

TASKS			
Mobile App	Web App	Prototype Only (no coding)	Physical Product
1. Finalize the app. 2. Publish it to the App Store via Expedited App Review. 3. Send for limited testing to collected emails using Fabric.	1. Finalize the website. 2. Publish it for limited testing.	1. Finalize the prototype. 2. Publish it for limited testing.	1. Landing page uploaded. 2. Publish it for limited testing.

GET INSPIRED: How to Create a Profitable Google AdWords Campaign (from Scratch) by Phil Frost (KISS Metrics)
A Cheat-Sheet for Creating the Best Social Media Campaigns EVER! by Scott Ayres (Post Planner)

BUSINESS & CUSTOMER

GOALS: Marketing campaign launched! First customers/users acquired

PRODUCT

GOALS: Solution uploaded; bug testing

Your solution and campaign launch feels like the Super Final, but it's really only the start of the season - of building a successful business. Your first MVP is highly unlikely to be the final version, and there is a lot of build-measure-learn iteration that goes into making the next Uber, Airbnb, or Google, so heads up!

IMPORTANT

Find the canvases you prepared on DAY 7 in the EIA Venue. Assemble them to your booth.

TOOLBOX (Click me)

- Product Hunt
- Launch Checklist
- Mailchimp
- **Influencers List**

TOOLBOX **Demo tools by EIA**

TASK 1: Submit Your Solution	TASK 2: Launch Your Campaign	TASK 3: Request Influencers' Tweets	TASK 4: Attend EIA Startup Expo
– Submit your solution to Product Hunt to gain visibility.	– Launch the campaign today. Use the Launch Checklist to keep track of what to do. Run mass mailing with Mailchimp to promote your solution.	– Create an **influencers list**, and contact them to generate tweets for your solution to get maximum impact. Ask your Mentors for contacts!	– Be ready to present your idea, industry trends, and technical solutions to your mentors and EIA co-participants. Use the canvases you prepared on DAY 7.

TASKS			
Mobile App	**Web App**	**Prototype Only (no coding)**	**Physical Product**
1. Test and fix bugs, make last minute changes and improvements. 2. Upload updated product - new submission to AppStore, if needed.	1. Test and fix bugs, make last minute changes and improvements. 2. Upload updated website.	1. Test and fix bugs, make last minute changes and improvements. 2. Update live prototype.	1. Landing page launched. 2. Physical prototype MVP finalized.

GET INSPIRED: The Product Launch Checklist

The Definitive Guide to Influencer Targeting by Kristen Matthews (KISS Metrics)

FUNDING & PITCHING

Lead questions for your Mentors this week:

IP Lawyer

How do you protect a solution and business from competitors?

Pitch Coach

How do you pitch like a boss?

Investor

How do you deliver a perfect pitch and get funding?

GOAL: Intellectual Property (IP) plan designed

Why and how do you protect your IP in the early stages of company development? 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.

IMPORTANT

NB! Your new EIA Venue: Hotel Cascais Miragem
(address: Av. Marginal 8554, 2754-536 Cascais, Portugal)

Visit **IP Clinic** for expert mentoring
between 3 - 6 p.m (Mon – Wed, pre-register).

TOOLBOX

(Click me)

- IP Protection Plan Template
- Google Advanced Patent Search
- Google Analytics
- Marketing Campaign Template
- Letter of Intent Sample (B2B)

TASK 1: Design IP Protection Plan

- Use the IP Protection Plan template to draft a plan to protect your intellectual property. Review it with the IP Lawyers in the IP Clinic.
- Conduct a patentability search (Google Advanced Patents) to learn if your solution has already been patented. In Europe, software and mobile apps are not patentable. Search for trademarks and copyrights instead.

TASK 2: Marketing Campaign Improvement

- Measure and 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/willingness to buy from you.
- Extend reach to more leads, possible customers or users.

GET INSPIRED: Does Your Mobile App Need a Patent? by Rahul Varshneya (The Next Web)
7 Ways To Legally Protect Your Mobile App by Adeline Weber-Bain

GOAL: Startup financial indicators set

Corporate financials focus on planning and budgeting. A startup's financials focus 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

Visit the **IP Clinic** to meet experts and finalize your IP plan
12 - 6 p.m. (pre-register).

Visit **Pitch Clinic** to meet experts
3 - 6 p.m. (Tue – Thu, pre-register).

TOOLBOX
(Click me)

- Financial KPIs
- Pitch Deck Template Sample
- Canva
- Marketing Campaign Template

TASK 1: Calculate Financial KPIs	TASK 2: Prepare Your Pitch	TASK 3: Marketing Campaign Improvement
— Calculate the listed Financial KPIs, integrate the most relevant KPIs into your pitch, and be ready to answer the investors' questions about the rest.	— Prepare your pitch (using different tools e.g. the template sample provided, Canva etc). Remember that you can only present your pitch for **3 minutes**.	— Measure and 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. — Extend reach to more leads, possible customers or users.

GET INSPIRED: No Accounting For Startups by Steve Blank
How To Fix A Broken Marketing Campaigns by WorkFront

GOALS: Funding strategy for your startup is defined and pitch finalized

Every startup needs capital, whether for funding 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 of 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, team, and competition. Keep your pitch and slides simple and captivating.

IMPORTANT

Visit the **IP Clinic** to meet experts and finalize your IP plan
12 - 6 p.m. (pre-register).

TOOLBOX

(Click me)

- Funding Strategy Template
- Guide for Funding Path
- Pitch Deck Template Sample
- Best Startup Pitches
- Startup Summary One-pager
- Marketing Campaign Template

TASK 1: Create Funding Strategy

- Use the Funding Strategy Template to define the most suitable funding strategy for your startup.
- The Guide for Funding Path will help you.
- Be clear about how much money you need, and exactly what you need it for.

TASK 2: Prepare Your Pitch

- Finalize your Pitch Template. Include the latest data of market traction.
- Keep rehearsing your pitch until you can nail it every time!
- Learn from the Best Startup Pitches.
- You can choose who will present the pitch, but the whole team has to be on stage during the Pitching Day.
- NB! Use the one-pager to summarize your startup main points, and upload it to the EIA platform before tomorrow's meetings with investors. This document will be the #1 source for investors about your startup, and give you access to investors meetings.

TASK 3: Marketing Campaign Improvement

- Review your marketing campaign again and find ways to improve its efficiency to get some more customers. You will measure your final results of the campaign tomorrow evening! Still no customers? Take a phone and make calls to 200 of them.

GET INSPIRED: 65 Questions Venture Capitalists Will Ask Startups by Richard Harrock (Forbes)

GOALS: Action plan for your team's future is designed and the pitch for tomorrow is fine-tuned

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 you will achieve together.

IMPORTANT

Visit **VC Clinic** to meet experts
3 - 6 p.m (Thu, pre-register).

Visit **Pitch Clinic** to meet experts
3 - 6 p.m (Tue – Thu, pre-register).

TOOLBOX

(Click me)

- 100 Days Action Plan
- Startup Checklist
- Marketing Campaign Template
- The EIA platform
- Pitch Deck Template Sample

TASK 1: Plan Your Future	TASK 2: Measure Campaign Results	TASK 3: Fine-tune Your Pitch
— Design a 100 Days Action Plan for your team's immediate future - what happens after EIA?	— Measure your marketing campaign final results, update your Marketing Campaign Template, and use the data in your pitch. — Upload proof of your market traction (screenshots of web analytics, mobile downloads, e-mails etc.) to the EIA platform by 8 p.m.	— Fine-tune your pitch, and upload it to the EIA platform by 8 p.m. — Based on your uploaded pitch, EIA mentors and investors will decide on the Top 10 teams who will present their pitch on the final demo day. — Be ready to jump on the stage - presenters will be announced during the demo day. Your pitch slides will be taken from the EIA platform.

GET INSPIRED: How To Survive First 100 Days Of Your Startup As A Founder by Danial Khan

GOAL: Funding acquired!

Making an impression on the investors within the first few seconds of your appearance and pitch will be crucial, and can mean everything for your future business success - or failure! When you are able to pitch like a boss, it means that you are able to talk 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 raise the money!

DAY AGENDA

10 - 10:10 a.m. – **Welcome and Day Overview**
10:10 a.m. - 12 p.m. – **Pitching Carousel**
12 - 1:30 p.m. – Lunch
1:30 - 3:00 p.m. – **EIA Grand Pitching: Top 10**
3 - 6 p.m. – **EIA Graduation Gala + Awards**

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 min (3 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 at EIA! Now go and make it happen outside!

Use the startup capital wisely for **scaling** and leveling 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 still remains mainly about the **team**!

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

THANK YOU!

EUROPEAN INNOVATION ACADEMY

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