



## FOUNDERS STARTUP SCHOOL

### 10-weeks part-time B2B Startup-Program

The Founders Startup School offers a unique platform to find complementary co-founder(s) and provides best in class knowledge for future tech entrepreneurs covering the full range from ideation to funding of an early stage startup. Two cohorts are held each year. Usually in spring and autumn. The program is divided into three main thematic blocks:

IDEA BLOCK, BUILDING BLOCK & GROWTH BLOCK

We get you(r) startup ready!

### Meet our Academic Director



#### Jan Brinckmann

Academic Director of Founders  
Startup School, Professor at ESADE  
Business School & Business Angel

Dr. Jan Brinckmann is professor for Entrepreneurship at the ESADE Business School in Barcelona, which is among the top 5 Business Schools worldwide, offering one of the best MBA programs for Entrepreneurship in Europe. Moreover he is Business Angel & Board Member of many successful startups such as Pinterest, Aklamio, Valuedesk, Semalytix, Bloobirds, Pridatect, JUNIQE and Methinks.ai

## FOUNDERS STARTUP SCHOOL

### IDEA BLOCK | FOUR WEEKS

At the end of these workshops you can judge what a successful business idea is, how to find out if there is a market and customer demand for it and how to build an optimal team. We will have a super short pitch where you will outline your business idea and our expert jury will then decide whether you can proceed with the business idea in the program - or whether you will have to come up with something else or join a different case.

#### WEEK 1 - CO-FOUNDER MATCHING

- ▶ What makes a perfect founding team and how to choose the right co-founder for your startup.

#### WEEK 2 - BUSINESS OPPORTUNITIES & ENTREPRENEURIAL MINDSET

- ▶ How to strategically find business opportunities and how to validate B2B customer problems in the real market.

#### WEEK 3 - IDEATION WORKSHOP

- ▶ What really makes a great startup idea and how to generate and evaluate startup ideas systematically.

#### WEEK 4 - PROBLEM SOLUTION FIT WORKSHOP

- ▶ What is Problem-Solution Fit and how to achieve it - The Lean Startup Concept put in practice (build-measure-learn).

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### BUILDING BLOCK | THREE WEEKS

At the end of these workshops you will know how to address your ideal customer and inform them about your product/service. You can judge which marketing & sales channels are the right ones and what the initial sales process should look like or how to optimize it. And finally you will have learned how to examine and optimize a MVP of your product or service to make it attractive to the customer.

#### WEEK 5 - BUSINESS MODEL & PRICING

- ▶ What is Product-Market-Fit and which business model and pricing strategy might suit your idea. Understanding the importance of KPIs and Unit Economics.

#### WEEK 6 - SALES WORKSHOP

- ▶ Effective sales tactics and revenue generation for early stage B2B startups with high growth ambitions

#### WEEK 7 - MVP WORKSHOP

- ▶ Basics of product development. Step-by-step guide to build an effective MVP and how to generate, measure and evaluate user feedback the right way

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### GROWTH BLOCK / THREE WEEKS

After these workshops you will know what the most important operating figures of your business idea are, how you can systematically improve these figures and how to finance your company. You will also learn what you need to be investor-ready, how to find investors and what an investment process looks like. The value of your business idea is in the centre of all this.

### WEEK 8 - FINANCING & DEALING WITH INVESTORS

- ▶ Scaling the venture: Founder roles & equity share, financing, startup valuations and all you need to know about the investment process and how to be "investor ready".

### WEEK 9 - PITCHDECK & PITCHTRAINING

- ▶ How to build a perfect pitch deck and how to present a convincing pitch in front of potential investors and clients.

### WEEK 10 - FINAL PITCH DAY

- ▶ Pitch in front of an illustrious audience and a top ranked jury. Convince them, convince us and join our Founders Lab or Accelerator with your team and business case.

The Pitchday is the final event of every Founders Startup School. That day a top expert jury will be watching you pitch live, evaluate your business case and ask questions. Before you pitch at our Final Virtual Pitch Day we will make sure that you are ready and have a convincing pitch deck on hand.