EXTREME ACCELERATION PLAYBOOK

European Innovation Academy
July 2016, Turin, Italy

CONTENTS

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** which is **scalable**.

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

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

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

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

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

Goals are dreams with deadlines!

WHO IS WHO IN YOUR TEAM?

CEO - I am a leadership and management ninja!

CMO - I know how to get 1000 customers/users in just a week!

CTO - I develop apps like Instagram in just 1 day!

CDO - My creativity combines a marriage of UI and UX!

CBO - My innovative business model turns an idea into value!

CEO

CMO

CDO
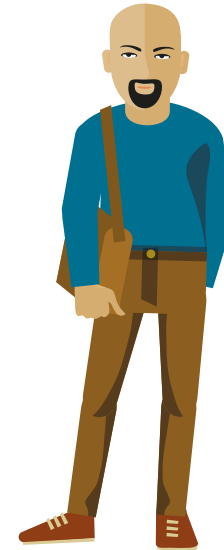
CBO

CTO

WHO IS WHO AMONG YOUR MENTORS?

Chief Mentor - for business mentoring and team management in 2 first weeks

IT Mentor - for product development and prototyping in Product Sprint week

Design Mentor - for UX design for product development and prototyping in Product Sprint week

Marketing Mentor - for marketing mentoring in weeks 2 and 3

Life Coach - for personal development related questions in all 3 weeks

IP Lawyer - for intellectual property protection in week 3

Investor - for fundraising mentoring in week 3

Chief Mentor   **IT Mentor**   **Design Mentor**   **Marketing Mentor**   **IP Lawyer**   **Investor**   **Life Coach**

TEAMWORK & TEAM ROLES

On Day 2 the latest - when you have your team together - discuss through each other's skills, strengths and weaknesses and fill in this table to divide roles and responsibilities between you all. Return to this table each week when you are planning your tasks for the upcoming week. Consider switching additional roles* between you weekly.

Name	Main competence	Main role	Additional role*
Example: Anna Smith	*Marketing*	*CMO*	*Timekeeper*
1.		CEO	
2.		CMO	
3.		CDO	
4.		CBO	
5.		CTO	
6.		Other	
7.		Other	

*Additional roles:

Timekeeper - makes sure that the team allocates time for all tasks and uses time efficiently

Secretary - takes, keeps and shares notes of all decisions and to-do-lists of the team

Messenger - informs team members about changes in the calendar, social events, etc.

Reporter - is responsible for filling in the Team Worksheet on the EIA platform

Party Starter - makes sure that team members have fun options for free time

CUSTOMER DEVELOPMENT

Lead questions for your Mentor this week:

Chief Mentor

How to form a dream team?

How to organise teamwork and roles to achieve our goals?

How to find the right problem and the right solution for the right customer?

PRE-PROGRAM

GOALS: Meet your fellow participants and potential team members
TASKS: Competence profiling - Speed dating
TOOLS: Colour coded name badges

Any entrepreneur will tell you that the most crucial factor in a success or a failure of a startup is **the team**. Therefore, it is essential that you know as much as possible about your potential team members - their professional competences, cultural background, personality traits, personal preferences, and behavioural specificities. Use this informal Meet & Greet time wisely to spot and impress potentially the best team mates and get them on board to work with you! Keep in mind that diversity in any sense - in terms of skills, gender, cultural background, personality types etc - may seem intimidating at first but almost always works for your benefit in the longer run.

TASK 1 - Competence profiling	TASK 2 - Speed Dating	TASK 3 - Dinner
☐ when picking up your name badge choose the right colour sticker according to your main competence: green - business; red - marketing; blue - IT; yellow - design; white - other.	☐ in 4-minute slots, talk to different people in your business field to pitch yourself to each other to find and match the best potential team members.	☐ gather the group of people that you would like to team up with and go to dinner together.
☐ paste the sticker onto your name badge next to your name - and wear your badge.	☐ you have 4 minutes for a discussion with one person (= 2 min per person in a pair). The Time Keeper will notify you when to move on to the next partner.	
☐ go to the meeting area of participants of your business field (designated by sign) for the Speed Dating game.	☐ take photos of people's name tags with your smartphone to keep track of who you have met and who you would like to team up with.	

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

BUSINESS

GOALS: Team of 5 members is formed (max 2 developers)
TASKS: Team formation - Ideation
TOOLS: EIA Idea Card

The goal of this day is to **form teams of 5 people** that share a passion to solve the same problem and work towards the same goals. On top of that, you'll have to demonstrate excellent team dynamics in your daily teamwork and have to feel that you would go to the end of the world with your team members. To put together that dream team you need to revisit and thoroughly re-discuss all the potential problems on the table - and their possible solutions. This helps you see and decide who you would best fit together with.

TASK 1 - Team Formation	TASK 2 - Ideation
☐ go to a Team Work Room of your business field. ☐ **if you have a team of 5 formed already:** 　■ occupy a free table with your team. ☐ **if you don't have a team of 5 formed yet:** 　■ either find a team with missing members and join, or 　■ find people still looking for a team and ask them to join your team 　■ introduce yourselves if you have new members in your team Ask a Chief Mentor for help, if needed. ☐ **if you have a TEAM NAME registered on the EIA platform - write it on the board on your table and put it in a visible place for your Mentor to find you!**	☐ use **EIA Idea Cards** to discuss and describe your ideas. 　☐ **if your team has an idea agreed already:** 　　■ each team member describes the idea according to their understanding 　　■ present & discuss your viewpoints 　　■ develop the idea further 　　■ skip the idea assessment in the scoring table 　☐ **if your team does NOT have an idea agreed yet:** 　　■ each team member describes their idea on the EIA Idea Card 　　■ present and discuss the ideas in your team 　　■ go through the idea assessment (use the scoring table) 　　■ jointly select the one idea that you want to develop at EIA. ☐ if you still can not find a team to work with **go to Team Formation SOS Session to Chief Mentors' Room at 6pm.**

GET INSPIRED: The Secret Phrase Top Innovators Use - by Warren Berger (HBR)

BEFORE 20h00 → write your **daily report** on your Team Worksheet and update your **Lean Canvas.**
@ EIA platform → update your **team membership status**. If your team is completed, the idea uploader has to **confirm** the team members.

BUSINESS

GOALS: Business idea fine-tuned

TASKS: Online evidence search - Idea development - Team roles planning

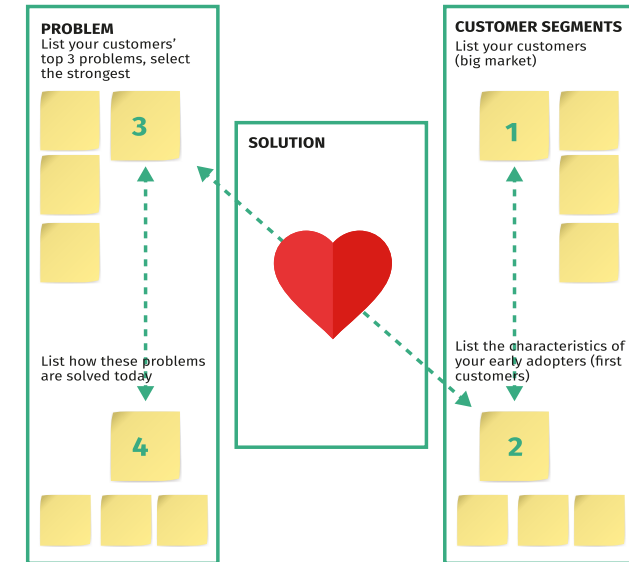**TOOLS:** Google tools - Ideation Instructions - Team Roles Template

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 so that customers are ready to **pay** to get (rid of) them

If you succeed in finding a truly unique problem that nobody has tried to solve yet you can grow 10 X instead of 10% per year.

PROBLEM
List your customers' top 3 problems, select the strongest

3

List how these problems are solved today

4

SOLUTION

CUSTOMER SEGMENTS
List your customers (big market)

1

List the characteristics of your early adopters (first customers)

2

TASK 1 - Online Evidence Search (1h 20min)	TASK 2 - Idea Development (1h 20min)	TASK 3 - Team Roles Planning (10 min)

☐ **if you have a TEAM NAME registered on the EIA platform - write it on the board on your table and put it in a visible place for your Mentor to find you!**
 	
☐ use Google tools to search for online evidence about your problem and solution:
  - Popularity and relevance of keywords describing your problem and solution (Google Trends, Google AdWords Keyword Planner)
  - Competition and similar solutions existing already (Google Search, YouTube, Google Patent Search)
  - Alternative solutions existing already (Google Search).
 	
☐ **This is your first Moment of Truth - if you have found your 10 X idea and should continue fine-tuning it, or you have to choose a new one. And then do an online check again!**
	☐ if you found good online evidence to continue with your initial idea, apply the Problem Redefinition ideation technique to develop it further (see **instructions**).	☐ on the **template**, discuss through and divide your team roles and responsibilities. On top of your professional skills take into account your different personality traits and individual strengths and weaknesses.
		
		☐ if you still can not find a team to work with **go to Team Formation SOS Session to Chief Mentors' Room at 6pm.**

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

BEFORE 20h00 → write your **daily report** on your Team Worksheet and update your **Lean Canvas**.
@ EIA platform → update your **team membership status** - the idea uploader has to **confirm** the team members.
→ upload the filled **Team Roles Template** to your Team page.

BUSINESS

GOALS: Solution-Customer-Market fit identified
TASKS: Customer description - Target market selection
TOOLS: Customer Persona Template - Markets Template

NB! Put your team name sign on your table! Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

Product-market fit takes place when

- you have evidence (data) that your solution (product, service) is actually creating customer value
- your product 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.

TASK 1 - Customer Description	TASK 2 - Target Market Selection
☐ Use the **template** to describe your global customer (B2B or B2C) and customise your solution. Design your customer as detailed as possible - you'll need to talk to him/her on Friday to validate your idea.	☐ The target market is the actual customer group to which your business will attempt to sell its products and services. For the target market definition, consider geography and industry segments. ☐ Use the **template** to select the market with the biggest potential and define your target market.

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

BEFORE 20h00 → write your **daily report** on your Team Worksheet and update your **Lean Canvas**.
@ EIA platform → update your **team membership status** - the idea uploader has to **confirm** the team members.
→ upload the filled **Team Roles Template** to your Team page.

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BUSINESS

GOALS: MVP (Minimum Viable Product) prototype is ready for product development

TASKS: Sketch a storyboard - Build a paper prototype -
Prepare for customer validation

TOOLS: MVP Checklist - Paper prototyping toolkits (for web+mobile and physical) -
Test & Learning Card - Surveymonkey - popapp.in

NB! Put your team name sign on your table! Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

Paper prototyping is mostly known for prototyping user interfaces but can also be used to make customer journeys, visualize ideas or just to have some fun. People say a picture is worth a thousand words. If that's true, a prototype is worth a thousand pictures. Prototyping on paper is cheap, allows rapid iteration, increased creativity and engages all team members in making their idea tangible.

TASK 1 - Sketch a Storyboard	TASK 2 - Build a Paper Prototype	TASK 3 - Customer Validation Preparation

☐ draw a storyboard with up to 15 frames. Start with an opening scene where customers/users find your solution and add all other scenes. Click **here** to get instructions.
 	
☐ storyboarding means sketching an actual situation showing how a user would use your solution (e.g. web, mobile app, product):
  - where (s)he clicks
  - what info (s)he enters
  - what (s)he thinks etc.
	☐ use this **template** to make sure that your product will be the most minimalistic version of your solution still delivering great value to your customer (MVP). **Aim to build the prototype around 1 product feature or functionality only.**
	
	☐ based on the storyboard, define and prototype the individual interactions (screens) on paper.
		For validation by testing:
		☐ prepare the **Test & Learning Card** for validating your problem and solution with your customers tomorrow via testing hypotheses.
		
		For validation by customer interviews:
		☐ prepare a questionnaire on **Surveymonkey** for collecting more detailed customer feedback - use **these questions** for reference. Digitalise your paper prototype with **popapp.in**

NB! Sign up for Chief Mentor Office Hours between 18h00 - 20h00!

NB! Teams with B2B solutions: schedule calls and meetings for tomorrow - find the right people within organisations (decision makers).

GET INSPIRED: Prototyping - **Prototyping for Web and Mobile Workshop** - by Simon Phillips (Slideshare)
Customer validation - **How to Interview your Customers** - Customer Development Labs

BEFORE 20h00 → write your **daily report** on your Team Worksheet and update your **Lean Canvas**.
@ EIA platform → upload the images of your paper **prototype** to your Team page.

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BUSINESS

GOALS: Problem, solution & customer validated

TASKS (WHOLE DAY): Customer feedback collection (GO OUT OF THE BUILDING!) – Customer feedback analysis (and pivoting) – Plan next week

TOOLS: Craigslists – Test & Learning Card – Customer Validation Questionnaire

NB! Put your team name sign on your table! Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

Before starting product development you have to **validate the problem and the solution with your customers**. As a startup, by definition you're making many assumptions and 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.

TASK 1 - Customer Feedback Collection	TASK 2 - Customer Feedback Analysis & Pivoting	TASK 3 - Plan Next Week
☐ go **out of the building** with your prepared Customer Validation Questionnaire to talk to your customers.	☐ read each comment carefully but identify patterns and trends rather than making conclusions based on individual comments.	☐ on the EIA platform on your Team Worksheet of the next week, plan and divide your daily tasks between your team members and divide your work load.
☐ for online validation with **Test & Learning Cards**, this **advice** helps you find people on social networks. **Craigslists** allows testing with a "fake" announcement.	☐ be careful to treat the collected feedback with "the mom test" filter - your mom and close friends will always lie to you to give you answers that they think you expect.	☐ plan Product Sprint using this **guide**. Define your **sprint track** based on what you will be able to deliver - Mobile App, Web App, or Prototype Only. Check for recommendations from your IT Mentor in the comments under your Lean Canvas on EIA platform.
☐ your aim is not to get a specific number of validations but a **consistency** in them that allows making conclusions - if 14 out of 15 first customers validate your hypothesis, it is safe to conclude that it was correct.	☐ **This is your second Moment of Truth: no validation = choose a new idea!** If your assumptions are not validated you have to pivot (= change direction) - either you have chosen a bad problem, proposed a weak solution, or targeted a wrong customer. Remember that you are looking for a **100M eur idea!**	

GET INSPIRED: Validate or Die: Using Validation to Build the Right Product - by Kunal Punjabi (Mind The Product)

BEFORE 20h00 @ EIA platform → write your **daily report** on your Team Worksheet and update your **Lean Canvas**.

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MARKETING CAMPAIGN PRODUCT SPRINT

Lead questions for your Mentors this week:

Chief Mentor	**Marketing Mentor**	**IT Mentor**	**Design Mentor**
How to validate and scale your business model?	How to launch a kick-ass marketing campaign in just 3 days?	How to develop in a lean mode to launch the MVP (Minimum Viable Product) on Friday?	How to design a unique user experience?
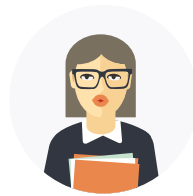
BUSINESS

GOALS: Revenue model designed

TASKS: Design revenue model - Prepare marketing strategy draft

TOOLS: Monetisation Cards - Revenue Model Decision Tree - Marketing Strategy Template

PRODUCT

GOALS: MVP 1.1 concept ready - Accounts created

TASKS: According to your track

TOOLS: According to your track

NB! Put your team name sign on your table!
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!
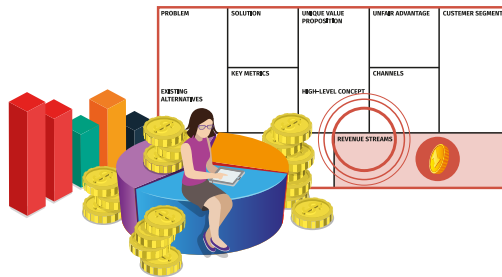
Your **revenue model** describes how you make money. A strong revenue model is particularly important for early stage startups as their potential investors are usually very conscious of monetisation. They look for the frequency of the revenue stream, and whether or not it is recurring and easily predictable.

When building your solution use as many existing components as possible from the web (templates, libraries from github, etc.)

	Mobile App	Web App	Prototype Only (no coding)
TASK	1. Confirm your Product Sprint week plan with your IT mentor 2. Make an account for App Store / Google Play 3. Build screens with navigation 4. Share the app with your team using Fabric	1. Confirm your Product Sprint week plan with your IT mentor 2. Set up a server 3. Build pages with navigation 4. Upload the website for your team	1. Confirm your Product Sprint week plan with your IT mentor 2. Build pages for prototype 3. Share prototype with your team
TOOLS	1. Ionic/XCode/Android Studio 2. Firebase 3. Fabric	1. Brackets 2. Firebase/Heroku	1. Sketch (for Mac only)/Adobe Xd/Proto.io 2. Marvel App / Invision App

TASK 1 - Design Revenue Model for Your Business

- ☐ use the **Revenue Model Decision Tree** to define the best fitting revenue model for you. Use **Monetisation Cards** to study different models with examples and design your revenue model.
- ☐ **visit Revenue Model Clinic for expert advice between 12.00 – 18.00 (pre-register)**

TASK 2 - Prepare Marketing Strategy Draft

- ☐ busing this **questions** as a guide, draft your marketing strategy to be discussed with your Marketing Mentor on Wednesday. Focus on the key points to **get 1000 users/customers** by the end of EIA.

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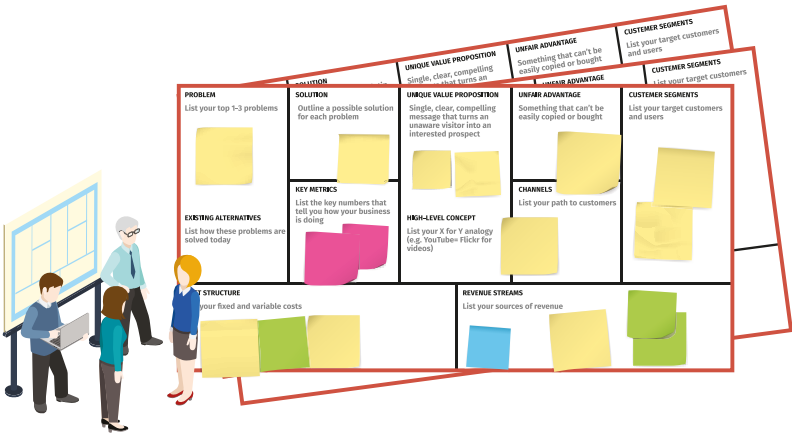
BUSINESS

GOALS: Business model completed & scalable for growth

TASKS: Complete your business model

TOOLS: Business Model Testing Template

PRODUCT

GOALS: 30% of functionality completed

TASKS: According to your track

TOOLS: According to your track

NB! **Put your team name sign on your table!**
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

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.

Today is your last chance to pivot. The fastest way to get back on track after pivoting is using existing components from the web - Github for code, Firebase for back-end, Sinch for chat etc. Don't spend time on building something that exists already!

	Mobile App	Web App	Prototype Only (no coding)
TASK	1. Continue building and testing the app 2. Add back-end support	1. Continue building and testing the site 2. Add back-end support	1. Continue building and testing the prototype 2. Make views navigable
TOOLS	1. Ionic/XCode/ Android Studio 2. Firebase 3. Fabric	1. Brackets 2. Firebase/Heroku	1. Sketch (for Mac only)/Adobe Xd/ Proto.io 2. Marvel App/ Invision App

TASK 1 - Complete Your Business Model

☐ re-visit and finalise your business model on Lean Canvas on EIA platform - keeping the value proposition in focus!

☐ Your business model must be designed for fast growth and global scalability. Assess your business model and its scalability by using this **tool**.

GET INSPIRED: **+30 Business & Revenue Model Examples** - Board of Innovation

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BEFORE 20h00 → write your **daily report** on your Team Worksheet and update your **Lean Canvas**.
@ EIA platform → upload the filled **Business Model Testing Template** to your Team page.

BUSINESS & CUSTOMER

GOALS: Marketing strategy defined - Marketing campaign designed - Landing page ready

TASKS: Define marketing strategy - Design marketing campaign - Build landing page

TOOLS: Sales Messaging Cheat Sheet - Marketing Campaign Template - Content Plan Template - Launchrock.com

PRODUCT

GOALS: 60% of functionality completed - Landing page up

TASKS: According to your track

TOOLS: According to your track

NB! Put your team name sign on your table!
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

Your **marketing strategy** and **go-to-market** plan must address four crucial 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)

Landing page is important for gathering leads for the launch. Most of your solution should be ready by that time.

WHAT		WHO
	Go-TO-Market	
HOW		WHERE

TASK 1 - Define Marketing Strategy

☐ based on the **template** prepared on Monday, discuss your marketing strategy with your Marketing Mentor to define the best strategy for your business.

TASK 2 - Design Marketing Campaign

☐ based on the strategy, define your marketing campaign plan in this **template**. This **table** helps you develop a content plan for social media usage.

TASK 3 - Build Your Landing Page

☐ create a landing page with a clear value proposition on **Launchrock**. Follow instructions from **Sales Messaging Cheat Sheet** to write compelling sales messages.

	Mobile App	Web App	Prototype Only (no coding)
TASK	1. Continue building and testing the app 2. Build and publish a landing page	1. Continue building and testing site 2. Build and publish a landing page	1. Continue building and testing the prototype 2. Build and publish a landing page
TOOLS	1. Launchrock	1. Launchrock	1. Launchrock

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

BEFORE 20h00 → write your **daily report** on your Team Worksheet and update your **Lean Canvas**.
@ EIA platform → upload the **Marketing Campaign Plan** and the **Content Plan** to your Team page.

BUSINESS & CUSTOMER

GOALS: Marketing campaign preparation at full speed

TASKS: Configure Google Analytics - Create marketing campaign according to your marketing campaign plan

TOOLS: Google Analytics

PRODUCT

GOALS: Solution ready for uploading by the evening - Bug testing

TASKS: According to your track

TOOLS: According to your track

NB! Put your team name sign on your table!
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

To achieve measurable results with your marketing, you need to treat every single one of your marketing activities as a **marketing campaign**. It means that for every single project you've got to set clearly defined goals, a finite start and end date, and a means of tracking success (and failure).

Publishing an Android app might take a few hours, publishing an iOS app 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 App Store's review cycle and send the app link directly for testing.

TASK 1 - Configure Google Analytics for Landing Page
☐ follow instructions from your today's lecture and slides

TASK 2 - Create Marketing Campaign According to Marketing Campaign Plan
☐ build marketing campaign for social media channels according to your Content Plan, or
☐ build Google AdWords campaign, follow instructions from today's lecture, or
☐ fulfill other tasks according to your marketing campaign plan

NB! Sign up for Chief Mentor Office Hours between 18h00 - 20h00!

	Mobile App	Web App	Prototype Only (no coding)
TASK	1. Finalise the app 2. Publish it to the App Store via **Expedited App Review**. 3. Send for limited testing to collected emails using Fabric	1. Finalise the website 2. Publish it for limited testing	1. Finalise the prototype 2. Publish it for limited testing
TOOLS	1. ITunesConnect/ Fabric/Test Flight	1. Firebase/Heroku	1. Adobe Xd/Proto. io/Marvel App / Invision App

GET INSPIRED: Google AdWords - **How to Create a Profitable Google AdWords Campaign (from Scratch)** - by Phil Frost (KISS Metrics)
Social media campaign - **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

TASKS (WHOLE DAY): Submit solution to Product Hunt - Launch marketing campaign - Request influencer tweets

TOOLS: Product Hunt - Launch Checklist - Mailchimp

PRODUCT

GOALS: Product launched and live! - Prototype finalised!

TASKS: Finalise bug testing - Prepare for solution demo

TOOLS: (demo tool provided by EIA)

NB! **Put your team name sign on your table!**
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

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's a lot of build-measure-learn iteration that goes into making the next Uber, Airbnb or Google - so, heads up!

TASK 1 - Submit Your Solution to Product Hunt

☐ Product Hunt is a website of the best new mobile apps, websites, and technology products that everyone's talking about. Submit your solution there to gain visibility, follow instructions from **here**.

TASK 2 - Launch Your Marketing Campaign

☐ finalise and launch the campaign that you have started this week to get your first 1000 users/customers. Use **Launch Checklist** for keeping track of what to do.

☐ run mass mailing with **Mailchimp** to promote your solution.

TASK 3 - Request Influencer Tweets

☐ create an influencers list and contact them to generate tweets for your solution to get maximum impact. Ask your Mentors for contacts!

	Mobile App	Web App	Prototype Only (no coding)
TASK	1. Test and fix bugs, make last minute changes and improvements 2. Upload updated product - new submission to AppStore, if needed 3. Be ready to demo your solution - 10 teams will get an opportunity to do so	1. Test and fix bugs, make last minute changes and improvements 2. Upload updated website 3. Be ready to demo your solution - 10 teams will get an opportunity to do so	1. Test and fix bugs, make last minute changes and improvements 2. Update live prototype 3. Be ready to demo your solution - 10 teams will get an opportunity to do so
TOOLS	1. Demo tools by EIA	1. Demo tools by EIA	1. Demo tools by EIA

GET INSPIRED: Marketing campaign launch - **The Product Launch Checklist**
Influencer marketing - **The Definitive Guide to Influencer Targeting** - by Kristen Matthews (KISS Metrics)

FUNDING & PITCHING

Lead questions for your Mentors this week:

Marketing Mentor
How to get 1000 users/ customers by pitching day?

IP Lawyer
How to protect a solution and business from competitors?

Investor
How to deliver a perfect pitch and get funding?

BUSINESS & CUSTOMER

GOALS: Marketing campaign improved

TASKS: Improve your marketing campaign to get more customers/users - Start creating IP Protection Plan - Plan your week

TOOLS: Google Analytics, FB and other tracking tools - Other campaign tools - IP Protection Plan Template

NB! Put your team name sign on your table!
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

Market traction is quantitative evidence of market demand and it shows momentum in market adoption. This is usually the first and the most important indicator that the investors want to see. It means that somebody really wants your product. If your marketing isn't generating enough leads it means that it's not working.

TASK 1 - Improve Marketing Campaign	TASK 2 - Design IP Protection Plan	TASK 3 - Plan Your Last Week on EIA Platform
☐ check and analyse Google Analytics and other tracking data (social media channels) to identify and address your marketing campaign issues.	☐ use the **template** to draft a plan to protect your intellectual property and review it with IP Mentors for fine-tuning.	☐ on EIA platform on your Team Worksheet, plan and divide your daily workload and tasks between your team members. Keep in mind that you will have to prepare and rehearse your pitch this week.
☐ re-visit and adjust your messaging (focus on benefits instead of features, see **template** from Day 8). A/B testing with your landing page gives you good insight.	☐ conduct a patentability search (**US Patent & Trademark Office**, **Google Patents**) to learn if your solution has already been patented. As in Europe software and mobile apps are not patentable, search **trademarks** and **copyrights** instead.	
☐ review your marketing tools and channels selection to focus your efforts on those that work best.	☐ **visit IP Clinic for expert mentoring between 11.30 – 18.00 (Mon – Tue) (pre-register).**	
☐ grow the volume of your marketing campaign at least **3 times!** Implement the improved and bigger campaign! It's only worthwhile though if you have reached the Problem-Solution- Customer fit.		

GET INSPIRED: Campaign improvement - **10 Solutions To Fix Your Busted Marketing Campaigns** - by Oli Gardner (Unbounce)
IP strategy - **Does Your Mobile App Need a Patent?** - by Rahul Varshneya (The Next Web)

BUSINESS & CUSTOMER

GOALS: Plan created to protect your business from copying

TASKS: Finalise IP Protection Plan - Improve marketing campaign to get more customers/users - Start preparing pitch deck

TOOLS: IP Protection Plan Template - Google Analytics, FB and other tracking tools - Pitch Deck Template

NB! Put your team name sign on your table!
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

Why and how to protect the critical aspects of your IP in the early stages of company development? All startups need to think not only about patenting their solution, but of their employees, contractors and suppliers, customers, and possible partners as part of their **IP strategy**. You also need to integrate your IP strategy into your pitch to secure funding.

A study of **perfect pitch decks** shows that investors spend an average of 3 minutes 44 seconds on viewing them. The most important slides are the financials, team and competition. Experienced investors weed out good ideas from the bad ones within the first minute, so keep your pitch and slides simple and captivating.

TASK 1 - Finalise IP Protection Plan	TASK 2 - Improve Marketing Campaign	TASK 3 - Start Preparing Pitch Deck
☐ update the **template** of your plan to protect your intellectual property and discuss it with IP Mentors in IP Clinic for fine-tuning.	☐ like yesterday, review your marketing campaign and find ways to improve its efficiency to get you more customers faster: ■ analyse online tracking data ■ fine-tune your messages ■ check your tools and channels to identify the most valuable ones.	☐ start building your pitch deck on the **template** provided. Remember that you have only **2 minutes** for your pitch - customise the content accordingly to fit in.
☐ **visit IP Clinic between 12.00 – 18.00 (pre-register)** for expert mentoring for finalising your IP Protection Plan.	☐ now grow the volume of your marketing campaign at least **3 times more**! Implement the improved and bigger campaign!	☐ **visit Pitch Clinic between 11.30 – 18.00 (Tue-Wed) (pre-register)** to get your most urgent pitching-related questions answered.

GET INSPIRED: Traction - *How 23 Web & Mobile Startups Got Their First Users* - Autosend
Pitch deck - *The 9 Best Startup Pitch Decks of All Time* - by Renee Warren (Onboardly)

BEFORE 20h00
@ EIA platform
→ write your **daily report** on your Team Worksheet and update your **Lean Canvas.**
→ update the **IP Protection Plan Template** on your Team page.
→ upload the **Pitch Deck draft** in the dedicated space on your Team page.

BUSINESS

GOALS: Financial KPIs calculated
TASKS: Calculate financial KPIs - Continue preparing pitch deck
TOOLS: Pitch Deck Template - Project One-Pager

NB! Put your team name sign on your table!
Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

Traditional finance focuses on planning and budgeting, **startup finance** is focused on monitoring and validating. Therefore, you as a startup need metrics to evaluate whether the business model you designed is worth scaling into a company. In this very early stage you need to monitor five areas of key performance indicators (KPIs), in addition to standard monthly financial reports:

- ☐ Cash: Burn/ Runway
- ☐ Product: Customer Satisfaction
- ☐ Marketing: Efficiency/ Cost per lead/ ROI
- ☐ Sales: Productivity/ Conversion rate/ Sales cycle
- ☐ Customer: CAC/ Profitability/ Growth rate of customer base/ Churn.

TASK 1 - Calculate Financial KPIs	TASK 2 - Continue Preparing Pitch Deck
☐ calculate the listed financial metrics, integrate the most relevant of them into your pitch deck and be ready to answer the investors' questions about the rest.	☐ continue building your pitch deck. Visit **Pitch Clinic between 12.00 – 18.00 (pre-register)** to get expert advice from Pitch Coach. ☐ start rehearsing your pitch. You can choose who from your team will present the pitch but the whole team has to be on stage on the Pitching Day. **NB! Fill in this** one-pager **summarising your project and upload it to the Pitch Deck Slides section of your Team page on EIA platform. This document will be #1 info source about you and your project for the investors before meeting you tomorrow and on Friday!**

GET INSPIRED: No Accounting For Startups - by Steve Blank

BEFORE 20h00 → write your **daily report** on your Team Worksheet and update your **Lean Canvas**.
@ EIA platform → update the **Pitch Deck** on your Team page & upload the **Project One-Pager** - to the dedicated Pitch Deck area on your Team site.

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BUSINESS

GOALS: Funding strategy defined - 1000 customers/users acquired - Ready for the Pitching Day!

TASKS: Create funding strategy - Finalise pitch deck & rehearse your pitch

TOOLS: Funding Strategy Template - Pitch Deck Template

NB! Put your team name sign on your table! Divide today's tasks and workload between your team members (fill Worksheet on EIA Platform on your Team page)!

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 offering but also about how to acquire cash.

TASK 1 - Create Funding Strategy	TASK 2 - Finalise Pitch Deck & Rehearse Pitch
☐ answer the questions in this **template** to define the most suitable funding strategy for your business: ▪ Bootstrapping (savings, credit cards) ▪ Incubators/ accelerators ▪ Family/ Friends/ Fools (FFF) ▪ Venture capital (VC) ▪ Crowdfunding (traditional or equity) ▪ Partnerships ▪ Business Angels ▪ Combined This **guide** will help you answer the questions. ☐ be clear about how much money you need and for what exactly.	☐ finalise your **pitch deck**, include the latest data of market traction. Keep rehearsing your pitch until you can nail it each time! Learn from the best ever **startup pitches**. ☐ **visit VC Clinic between 15.00 – 17.00 (pre-register)** to get valuable input for your pitch preparation from an investor.

NB! **Today midnight your 1000 customers/users count will end!** Upload the proof of your market traction (screenshots of web analytics, mobile downloads, list of subscribers, official documents or emails sent by companies, etc) to EIA platform to your Team page!

GET INSPIRED: Funding - **7 Ways to Fund Your Startup**
Pitching - **65 Questions Venture Capitalists Will Ask Startups** - by Richard Harrock (Forbes)

BEFORE 20h00
@ EIA platform
→ write your **daily report** on your Team Worksheet and update your **Lean Canvas** - your final business model that you will pitch tomorrow.
→ upload the filled **Funding Strategy Template** to your Team page, and update your **Pitch Deck** - in the dedicated space.
→ upload **proof of market traction** on your team page.

BUSINESS

GOALS: Funding acquired!

Making an impression to the investors within the first 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 anytime, and anywhere, be it Warren Buffett himself. Often, **how** you pitch may become even more important than **what** you pitch. Therefore - go up there, rock the stage, pitch like a boss & raise the money!

DAY AGENDA

☐ 10h00-10h10 Welcome & Day Overview
☐ 10h20-12h00 Pitching Carousel Round 1 (each team meets 3 investors)

Lunch

☐ 13h30-14h30 Pitching Carousel Round 2 (each team meets 2 investors)

Break

☐ **15h00-17h00 EIA Grand Pitching: Top 10 + Winners & Awards!**
☐ **17h00-20h00 EIA Graduation Cocktail**

Carousel format: 2 + 2 + 2 min (2 min pitch + 2 min questions from investor to team + 2 min questions from team to investor)

Grand pitching format: 2 + 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 & execution
- Presentation

EPILOGUE

You have made it at EIA! Now go and make it happen outside!

Use the start-up capital wisely for **scaling** and levelling 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!

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