

ENTREPRENEURIA START-UP ACADEMY

Warsaw, 10.07 – 4.09.2013

TRAININGS / WORKSHOPS GUIDE

12.07 – LEAN CANVAS, MICHAŁ OLSZEWSKI (LMS INVEST)

15.07 – BUSINESS MODELS, JORRIT HEMSTRA & ŁUKASZ WOJTUSIAK (INNOVATIKA)

22/23.07 – CUSTOMER DEVELOPMENT, AGNIESZKA SKALA (INNOVATION NEST)

29.07 – PERSUASION POWER – YOUR SUCCESS FACTOR, EWA KAWECKA (CERTIFIED ICC)

5.08 – USER EXPERIENCE/DESIGN FOR STARTUPS, HELENA PRYŁOWSKA (HELEN.PL)

12.08 – PR/ SOCIAL MEDIA

19.08 – RAISING CAPITAL, TOMASZ GRZYBOWSKI (ANGEL)

20.08 – GETTING THINGS DONE, MIRON KOBELSKI (ORANGE POLSKA)

26.08 – PITCHING SKILLS, ŁUKASZ JABŁOŃSKI (POLSKA PRZEDSIĘBIORCZA, STARTUP TREK)

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12.07.2013, 10:00 – 15:00

LEAN CANVAS

The lean approach to building startups is a modern concept introduced and developed by Eric Ries (author of the book *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, 2011).

It is built on the following fundamentals of validated learning:

- Launch early, with minimal amount of features
- Validate concept with market
- Adjust product/service offering
- Validate new concept with market
- Further iteration: validate, adjust, (pivot) etc

It is often used in bootstrapping projects – which start up with a limited amount of resources and develop the concept continuously.

The lean canvas is a very useful tool which teams use to guide their project development path. It contains 9 crucial „boxes”/ issues which start-up'ers constantly need to consider. It is not a static canvas, but a living tool which needs constant iteration. There is no final version of the lean canvas.

Michał Olszewski will provide an introduction of the lean canvas tool, explain how to fill out the canvas and also help the teams to set up their initial lean canvases.

MICHAŁ OLSZEWSKI is an entrepreneurship ambassador and investor. He leads several local start-up initiatives in Poznan (Huge Thing accelerator, Start-up Sprint weekends, Poznan Start-up Weekend etc.) and looks for the next huge thing with LMS Invest.

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BUSINESS MODELS

The business model is a concise answer to the question: “On what assumptions will your business work and make money?”. Instead of focusing mainly on the business idea (like the Lean Canvas), the Business Models contains more detailed information about the outside factors which influence the running business and the revenue streams. Not to be confused with business plan – the long, boring and rigid 50 page document that nobody has time to read.

Read Alexander Osterwalder’s book Business Model Generation (2011) for a great insight into the topic.

The Business Model Canvas is a great tool for more advanced start-up projects, which already have a defined concept and now can take it to the next level and think about to implement it.

During the training, the 2 innovation consultants from Innovatika will help the teams define their own business model, by introducing some innovative ideas which worked for international small businesses – from gaining first customers, to outside-the-box ideas on how to generate early revenues.

All teams will also create their own business model and get feedback from the trainers.

JORRIT HEMSTRA and ŁUKASZ WOJTUSIAK are innovation artists at Innovatika. They consult small and big businesses on improving their business models and increase their market share, loyalize customers etc. Marketing, vision and strategy combined - great mentors!

CUSTOMER DEVELOPMENT

Young businesses work with assumptions – about the problems they want to solve, the willingness-to-pay of their future customers, their loyalty etc. These assumptions need validation.

That's what Customer Development does best: it helps validate these assumptions as early as possible – in order to help start-uppers provide solutions for real problems or ... to pivot and avoid an inevitable fail. You know what they say: fail hard, but most of all, fail early.

Steve Blank, the CUSTDEV guru worldwide, introduced a set of tools which start-uppers use to validate well and fast: customer profiling, get out of the building, customer creation etc.

Agnieszka Skala will teach the teams how to identify potential customers and make initial concept validations by using specific tricks, like e.g. “fake” launch, landing pages etc. she will also tell you about things you need to avoid (e.g. building products between 4 walls) and how to avoid them.

AGNIESZKA SKALA is an entrepreneurship educator and passionate CUSTDEV implementer. She co-founded Innovation Nest and is involved in building the next generation of tech entrepreneurs. She spent 3 months in Silicon Valley on training for CUSTDEV with Steve Blank.

PERSUASION SKILLS

as a strength or weakness of a startup founder

A good start-up idea won't make you successful. Combine it with a great team, the right timing, a lot of luck and your drive to make it work!

Your product is still in the concept phase, or you're working on a prototype to show it around. Are you expecting people to jump on walls and congratulate you? Think again. They will be skeptical, jealous, diplomatic ... it's part of an entrepreneur's life to hear that his/her idea won't work. That's why you need to work on your persuasion skills.

Ewa Kawecka works with individuals who believe that they are themselves part of the success of their product/ service. She works with the human element of the start-up. Learn about yourself, the power you have to change things, to what extent are you ready at this point to convince? Of course, personality and character matters, but the skill of persuasion can be trained.

Get ready for a terribly interactive soft skills workshop/training where you will discover new questions and answers about yourself as a negotiator.

EWA KAWECKA believes in personal development, the power of making changes around us. She is a fantastic communicator and soft skills trainer, working with numerous business people in Poland on their development plans.

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USER EXPERIENCE/ DESIGN

Not surprisingly, product performance is not an indicator of success. If it was so, then the non-sense app market wouldn't be one of the largest ones on the App Store. Or we wouldn't change our web-based mail provider looking for a *friendlier* one. Products need to be easy to use, pretty and designed having the target in mind.

Just as the main value which it preaches, the UX paradigm is *simple*: create useful solutions which create an experience for the user, on all devices.

The challenge is tough: millions of solutions, limited number of *really useful* features and 3 devices: the smartphone, the tablet, the PC. Now your product has to stand out – that's when design makes the difference.

Helena Pryłowska will teach you the basics: how to build useful and friendly solutions by using the information, which you by now should have collected: preferences of the targeted customer segments, mobile/desktop solutions, image of you want to promote, type of channels you will use to promote.

All teams can use their startup ideas to build a UX use case for the workshop and can count on feedback from Helena.

HELENA PRYŁOWSKA (Helen) creates digital experiences. And she works with startups. Visual identity, digital media, user experience, this is the universe where you can find her. And she's the best out there.

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SOCIAL MEDIA/ PR

It's become so big, that it's impossible to talk about promotion without talking about social media. Especially for start-ups. Social media gives you access to dynamic marketing campaigns, fast analytics, allows for experimentation and early validation.

Sounds like the perfect ingredient for the “channels” box in the lean canvas; if you know how to use it. Here some issues to consider:

Just like Google, Facebook changes algorithms, bloggers rise and fall and diligently select what to promote, the number of fan-pages grows, and the number of *likes* is not an absolute metric to measure your success. Did we mention ... campaign budgets? They're smaller than traditional ones, but still can be pretty tough for start-ups.

How to wisely *share* product news, what are the media which work best for your target, where does it make sense to invest most, when does social media make miracles for your project and how can you create a truly effective communication channel with your (future) customers?

Teams will meet real Polish case studies where social media worked as valuable partner in the company development – the training will be led by a professional PR/blogger.

(to be announced soon)

RAISING CAPITAL

You're (feeling) ready: first assumptions are validated, you talked to your potential customers and even have first adopters. You feel like you're on a good path. Cash is running short and you consider raising capital for your project.

In Europe, we 3 (big) options: you raise money from family and friends, you go for European funds for small businesses or you go for private capital – the infamous VC option. VC is considered one of the biggest advantage of the American startup environment.

Tomasz Grzybowski will introduce you to the Venture Capital universe, where funds look for projects with great commercial potential, invest an initial amount of money and expect the company to grow, in order to be able to sell it some years later for a number of times the amount they had invested initially.

- What kind of projects do VCs look for?
- Do all VCs offer similar conditions?
- What do you need to prepare when you contact VCs?
- Is it a bad sign if no VC contacted you already?
- Is there a cultural difference between Polish VCs and foreign ones?

It's crucial for entrepreneurs to be knowledgeable about the VC world. It's also best to have an "elevator pitch" prepared, just in case one day you find yourself with an investor in an elevator and you have 30 seconds to let him know about your idea – and make sure he will now forget you. For more info on that see training session Pitching Skills (26.08).

TOMASZ GRZYBOWSKI specializes in fund-raising for tech start-ups. Worked in the USA, UK and Switzerland and contributed to some impressive start-up exits. You want to have him in your contact list. Make sure you're in his.

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GETTING THINGS DONE

Project management, business model management, portfolio management, customer development, networking ... what about time management? This is where GTD comes in.

David Allen's book GETTING THINGS DONE made quite a career on the international scene and helps millions tackle projects more effectively and efficiently: by using various levels of focus in your brain.

Sounds easy, but do you know anyone who masters that?

Miron Kobelski does. He will provide you with modern, web-based or traditional tools which are easy to understand and implement and by using the small step plan, help you manage your projects in a more efficient way. How? Divide projects into tasks which are more easily completed and moved into the DONE folder.

He will also teach you to use the distinction between big picture and details in your projects. Because they are handled differently using the GTD methodology.

But don't be mistaken: this is not a methodology alone – it's "a new cult for the info age" (WIRED magazine, 2005).

MIRON KOBELSKI has 6 year experience as a team manager in a huge company with an impressive customer database. He believes in mind training and reaching new levels of efficiency, which allow him to have a great work-life balance. A true GTD'er, lean it from him.

26.08.2013, 10:00 – 16:00

PITCHING SKILLS

If your customers won't understand your product, most likely they won't use it. If you're lucky, they will post some critical comments on your FB fanpage. If investors don't understand your product, they won't bother.

Pitching is a short and clear communication about your product and team, usually between 30 seconds and 3 minutes.

The skill of pitching holds such an immense importance in the startup culture, that people started going to DEMO DAYS not necessarily to find out about the pitching projects, but to hear the founders pitching.

What to pitch about is already pretty standardized across the planet: problem, solution, financials, team and contact. Still, pitching is a very tough job, and very often works against the founders, instead of for them.

Łukasz Jabłonski will show you some golden rules and some pitch falls you may want to avoid while pitching. He will train you about what makes a pitch memorable, will show you the industry clichés and of course some amazing pitches. Right on time, 10 days before the DEMO DAY 😊

ŁUKASZ JABŁONSKI has been working with start-ups for years. He has been travelling across Silicon Valley promoting the Polish start-up scene. He is an expert networker, believes the next big start-up can come from one of you.

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