

Venture Building Programme 2024 Tentative Timeline of the Activities

The Venture Building Programme duration is 3 months, and it is planned to start end of June 2024 and to last until end of September 2024. The following Table provides an indicative timeline of the subsequent modules, with proposals of topics and a proposed month for the event.

| Package | Title | Type | Month |
|----------------------|---|---|-------|
| Market Readiness | Sub-package 1: Market readiness assessment and support According to Start-ups' needs, the mentoring sessions could cover the following topics: <ul style="list-style-type: none"> • Solution Planning: Prototyping & Product Roadmap • Business Modelling and Company Roadmap • Value proposition (+ Canvas) and main differentiation • Identify market and competition, positioning in the market, product-market-fit • Technology benchmarking / Competitor Comparison Table • Marketing and online sales • Sales team capacity assessment and planning • R&D and IP strategy | Mentoring sessions | 1-2 |
| | Sub-package 2: Access to Market <ul style="list-style-type: none"> • Sales pitch mentoring • Sales pitch test with corporate/SME • Individual introductions to corporate customers and/or SMEs and/or at networking/pitching events • Pitching and/or participation at networking/pitching events for corporate introductions | Mentoring sessions, pitching events, individual introductions | 2-3 |
| Investment Readiness | Sub-package 3: Investment readiness assessment and support <ul style="list-style-type: none"> • Lifecycle of a start-up, stage-based funding and dilution, funding instruments and models • Learning about investors and their quest • What investors are checking in introduction and due diligence • Financial modelling and planning • The main points of valuation and term-sheet • How to tackle public funding? National and European Grants, public VC funding | Workshops, mentoring sessions | 1-2 |
| | Sub-package 4: Access to Finance <ul style="list-style-type: none"> • Investor deck mentoring • Investor pitch test with investors • Individual introductions to investors and/or at networking/pitching events • Pitching and/or participation at networking/pitching events for investor introductions | Mentoring sessions, pitching events, individual introductions | 2-3 |

Note: The dates are tentative. The organisers reserve the right to change dates in the agenda with prior notice to the participants.