

## PROGRAMME\_MODULES

8 March 2019: End of the application phase

20 March 2019: Selection & announcement of participating start-ups

29 March 2019: Kick-off breakfast with all participating teams

<b>Module 1 Product &amp; Market</b> Workshop & 1:1 12 April 2019 09 am – 3 pm	Check product-market fit. Has the company achieved a genuine product-market fit? Methods and forms of user testing, customer validation, adaptation of product package, where required.
<b>Module 2 Leadership &amp; Management</b> Workshop & 1:1 26 April 2019 09 am – 1 pm	Vision – mission – goals; what form of management creates the establishment of a corporate culture & stabilisation of an expanding organisation. Implementation of values & structures within the growing and expanding company. Which processes & digital aids can help?
<b>Module 3 Team &amp; Organisation</b> Workshop & 1:1 17 May 2019 09 am – 3 pm	What employees does the company require today? The right team structure from the outset. Recruiting, retaining and promoting talent. Onboarding and conveying company culture and values.
<b>Module 4 Sales &amp; Distribution</b> Workshop & 1:1 29 May 2019 09 am – 3 pm	Analysis and re-checking of existing sales systems. Devising sales channels, sales plans and partners for the next phases.
<b>Module 5 Finances &amp; Investment</b> Workshop & 1:1 14 June 2019 09 am – 3 pm	Securing follow-on financing. Highlighting the best suitable financing options. Reality check of financial means for the growth phase (production set-up, sales expansion, devising a financial strategy).
<b>Module 6 Cooperation &amp; Partnerships</b> Workshop & 1:1 28 June 2019 09 am – 3 pm	Outlining a suitable growth strategy. Potential partners and required properties. Special focus on forms of collaboration with corporate partners and specific challenges.
<b>Module 7 Rapid Prototyping &amp; Production Set-up</b> Workshop & 1:1 (if required)	Design improvement hardware, software. Licensing, CE, ISO pilot production. Production set-up and expansion plus individual advice and coaching on specific production topics.

\*3 hours of individual expert coaching/module during the 3-month Growth Camp

11 July: Final wrap-up day

[www.startupeuregio.eu/growthcamp](http://www.startupeuregio.eu/growthcamp)

February 2019