

# StartingUp-workshop

17:00-19:30

Are you considering starting up your own business or have you recently done just that? Is your idea scalable, and are you possibly interested in international growth? The StartingUp workshop, aimed at aspiring startup entrepreneurs, will take your idea forward. We find out e.g. what your client base is, and what kind of value you aim to create.

StartingUp consists of two workshop sessions. In the first session, we take an in-depth look at how to use value proposition canvas to figure out if there is a fit between your product and the market. In the second session, we learn how to test your value proposition with potential customers and how to proceed from there.

The sessions are held on two consecutive Mondays. The working language for both sessions is English. The next StartingUp will be held at SparkUp on Monday 28th of August and on Monday 4th of September,

## 1<sup>st</sup> Workshop:

- Introductions
- What is the problem and how to fix it?
  - Why most products fail?
  - Different types of canvasses
  - What is Value Proposition Canvas for?
  - How to use it?
  - Some examples
  - **Break (10')**
- Workshopping
  - How does your Value Proposition look like?
- Presenting your idea
- Wrap-up and home assignment

## 2nd Workshop:

- Short recap on last Monday
- Going deeper in Value Proposition Canvas
  - Different user and customer types
  - Platform business model
  - Indirect sales model
- Happy workshopping
  - **Break (10')**
- 4 ways to test your Value Proposition
- More happy workshopping
- Presenting your test plan
- Wrap-up and further possible steps