

Accelerate Your Startup agenda

Four-Day Hybrid Course

Day 1: November 24th

Module 1: Foundation & Market Analysis

Session	Start	End
Introduction to the course	14:00	14:15
Key trends in Agritech and Agrifood sectors	14:15	14:45
Market segmentation and target audience	14:45	15:30
Coffee break	15:30	16:00

Module 2: Strategic Positioning & Value Creation

Session	Start	End
Competitor analysis and positioning	16:00	16:30
Business value proposition	16:30	17:00

Day 2: November 25th

Module 3: Revenue Models & Risk Management

Session	Start	End
Revenue models	09:00	09:30
Business environment assessment: Risks and opportunities	09:30	10:00

Module 4: Business Model Development

Session	Start	End
Introduction to Business Model Canvas	10:00	10:30
Coffee break	10:30	11:00

Key Principles of the Perfect Pitch	11:00	11:30
Preparation of Business Model Canvas	11:30	13:00

Module 5: Growth Strategy & Financing

Session	Start	End
Lunch	13:00	14:00
Growing and monetizing startup: Types of investors	14:00	14:30
Startup financing: Cost management, Lean startup	14:30	15:00

Module 6: Pitch Mastery & Practice

Session	Start	End
Coffee break	15:00	15:30
Pitch deck preparation and pitch practice	15:30	17:00

Day 3: December 9th (Online)

Module 7: Solution & MVP Validation

Session	Start	End
Business solution validation	10:00	10:30
MVP development and validation	10:30	11:30
Coffee break	11:30	11:45

Module 8: Market Validation & Testing

Session	Start	End
Market validation strategies and methodologies	11:45	13:00

Day 4: December 11th (Online)

Module 9: Advanced Market Validation

Session	Start	End
Marketing communication channels and growth tactics	10:00	10:45

Module 10: Financial Modeling & Fundraising

Session	Start	End
Coffee break	10:45	11:00
Financial modeling and fundraising strategies	11:00	11:30

Module 11: Investor Readiness & Proposal Development

Session	Start	End
Investor proposal development	11:30	12:00
Developing a compelling proposal to investors	12:00	12:30
Presenting proposal to investors	12:30	13:00