

# Go Grow Startup Accelerator Programme

Spring 2017

GO → GROW



## The Go Grow Startup Accelerator Program

The Go Grow Startup Accelerator is an experience-based educational programme, which is driven by mentorship, access to financing sources, to CSE and CBS extended network of entrepreneurs, business executives, experts and scholars, helping early stage startups from Denmark grow their companies towards international scale. The equity-free and industry-agnostic accelerator, offers four months of rigorous guidance, training and resources from mentors, partners and investors. The supportive alumni network continues into the startups' post-Go Grow Accelerator lifespan.

During Go Grow, startups will refine their business model, solidify target market and work one-on-one with experienced entrepreneurs, mentors, angel investors and business executives. Startup teams will be guided by a seasoned [coaching team](#) that will select and match mentors to assist teams reach milestones for their startup and share resources in the industry and areas of need.

The program is an opportunity for startups to seriously grow their network. Highly accomplished entrepreneurs, professionals and business leaders, who want to help entrepreneurs, participate in the Go Grow program, giving numerous opportunities to establish a relationship with them. The Demo Day offers an opportunity to meet interested investors and VC's.

### The program includes support within the following areas:

- Business plan development assistance
- Entrepreneurial education program
- Intellectual property & Legal advice
- Marketing and business development assistance
- Assistance in locating potential

- financing sources
- Referrals to qualified service providers
- Management coaching/mentoring
- Access to the CBS's network of academic scholars
- Connections to executive and technical talent
- Business networking opportunities

### Space to Grow

One of the key benefits in the Go Grow program is the fact that it brings people and ideas together. The peer-to-peer factor is hugely appreciated by Go Grow alumni teams; finding high value in working next to like-minded entrepreneurs, giving startups an opportunity to grow their network and access knowledge at the same time. We have a flexible work space that will allow teams to set-up their office, push business forward and accelerate growth.

### The program includes the following key activities:

- Kick-off Bootcamp (2 full days)
- Weekly check-ins with Go Grow's Programme Manager (Office hours)
- 15 full days of on-site workshops and working groups and pitch-training
- Mentorship – simulated advisory board
- Demo Day
- Post-program Go Grow Alumni follow-on service, coaching and investor/lead support

### Kick-off Bootcamp

In the Bootcamp we will be looking at how the team works together, how the product delivers value and what value is delivered, how sound

is the business model, how the traction is building up and how can Go Grow provide value in terms of market reach, client access, tech solutions and it's vast mentor and expert delivered know-how on anything from legal, financial, IT, big data and the list goes on.

The two-day Bootcamp is the review stage of the programme and represents a strong and ambitious concept in the literal and inspirational dimension. We are using the Bootcamp to kick-off the acceleration of the selected startups, in order to set the stage for them to exceed themselves, enhance their leadership skills and test their limits and management abilities, in the 4-month programme.

The Bootcamp days are not only the first step into the Go Grow' accelerator, startups will benefit from learning about LEAN innovation process, entrepreneurship tools & methodologies, a review of the validation of product/market fit & value proposition, establish growth goals and take part in a Mentor Match.

### **The 2-Day Bootcamp includes the following key activities:**

#### **Key Activities:**

- Intro Programme
- The Go Grow Toolkit
- Formation of Company Clusters & Intro to Supervisor
- Identification of Growth Goals
- Outline of Growth, Go-To-Market & Funding plan
- Introduction & Match-Making of Mentors

### **Workshops**

The workshops are meant to support business

development at the execution stage of the acceleration of the startup. The themes of the workshops constitute an educational entrepreneurship education and represents strong building blocks for scaling the startup to the next level. We use the 4 workshops to cover the main parts in growing a startup.

#### **Key Topics:**

- Exponential organisations, Customer Discovery & Sales Training
- "Go-to Market, Global Market And International Trends"
- Growth through Data, Metrics, Analytics & Search Engine Optimization (SEO)
- "Funding: Strategy And Legal Aspects"

### **Cluster Working Groups**

The Cluster Working Groups, are meant to empower and support good founders to become great leaders! Good leadership is one of the vital skills necessary to succeed in business. In the Cluster Working Groups the focus is on training leaderships skills while taking strategic action through bmc assignments and working on milestones and growth in a peer-to-peer set-up.

#### **Key Topics:**

- Being a leader
- Communication skills
- Personal Development
- Self-motivation
- Time Management

#### **Key Activities:**

- Work on growth, go-to-market & funding plan
- Presentation of progress
- Supervision from mentors

- Interaction with peer startups

- Denmark?
- Plan for PR – Find your target group – Lead Generation

## Pitch Training

At the 2-day Pitch Training Workshop we will be looking at how to build a pitchdeck. This is relevant for all startups whether the startup is looking for investment or for growing sales, as presentation and communication skills are part of [what startups must master](#). We will share best practice insights into the art of pitching and provide hands-on advice on your pitch deck. Also we will address how startups best communicate with investors.

### Activities:

- Best practice - pitch cases
- Pitch deck workshop
- How to talk to investors

Following the Pitch Training Workshop, the program includes 3 pitch training sessions, which are held in a Dragon's Den style, with a pitch jury giving feedback on the startups' pitches.

### Key topics:

- Further develop pitch-deck
- Communication and performance

## Travel

Companies will travel to the market of choice, in order to verify foreign market hypothesis, through first-hand investigation.

### Key Activities:

- Startups visit their respective core markets
- Establish entry plan
- Recruitment in a foreign market
- Online marketing- same as in

## Demo Day

The Go Grow Accelerator holds a Demo Day at the end of the program to showcase the startups to a group of carefully selected Angels, Private Equity and Venture Capitalists.

The Demo Day is the final pitch, which will showcase, for a full day at the CBS, the Go Grow teams to over 100 investors in Denmark's entrepreneurial ecosystem as well as offering strong media coverage to the startups surrounding the Demo Day. The Demo Day is followed by a graduation ceremony for the teams, celebrating the graduation from the Accelerator.

## TOPICS & DATES

Go Grow Startup Accelerator Programme Spring 2017 consists of 15 days of training and runs over 4 months, starting on the 24<sup>th</sup>. of January and ends with a Final Pitch/Demo Day 24<sup>th</sup>. June 2017. The accelerator programme is based on experience-based educational entrepreneurship program and mentor-driven support to the startups' business development. It concludes with the Final Pitch/Demo Day.

### 24 JANUAR – 25. JANUAR 2017 /KICKOFF BOOTCAMP

- Intro to companies –Short presentations by teams
- Overview of the Go Grow Program
- The Go Grow Toolkit - LEAN innovation process, entrepreneurship tools & methodologies
- Getting the job done! - Formation of company clusters & intro to supervisor
- The Role of the Entrepreneur – Alumni Case & Keynote
- Profile and Human Behavioral Assessments of the Team
- Recruitment & Legal

- Alumni Case: Accelerating a startup – Founder considerations
- Identification of growth goals
- Outline of growth, go-to-market & fundingplan
- Legal & Investment 101 - Managerial liability – basic principles
- Mentor – advisory board simulation – formalities
- Go Grow Accelerator– the role of the Mentor
- Mentor Match

### 7 FEBRUARY 2017 /WORKSHOP 1

- Exponential organisations
- Customer Discovery
- Sales Training

### 21 FEBRAURY 2017 /CLUSTER-WORKING GROUP 1

- Work on growth, go-to-market & fundingplan
- Presentation of progress
- Supervision from mentor(s)

- Interaction with peer startups

## 28 FEBRUARY – 1. MARCH 2017 /PITCH WORKSHOP

- Best practice - pitch cases
- How to build a “ killer” pitch deck - Workshop
- Pitch deck workshop - continued
- How to talk to investors - Alumni case
- What are investors looking for? - Keynote – VC/Angle Investor

## 7 MARCH 2017 /WORKSHOP 2

- ”Go-to Market, Global Market And International Trends”

## 14 MARCH 2017 /CLUSTER-WORKING GROUP 2

- Work on growth, go-to-market & fundingplan
- Presentation of progress
- Supervision from mentor(s)
- Interaction with peer startups

## 21 MARCH 2017 /DRAGON’S DEN - PITCH TRAINING 1

### Dragon’s Den - Pitch practice #1

- Further develop pitch-deck, communications and performance

## 4 APRIL 2017 /WORKSHOP 3

- Growth through Data, Metrics, Analytics & Search Engine Optimization (Seo)

## 18 APRIL 2017 /CLUSTER-WORKING GROUP

- Work on growth, go-to-market & fundingplan
- Presentation of progress
- Supervision from mentor(s)
- Interaction with peer startups

## 25 APRIL 2017 /DRAGON'S DEN - PITCH TRAINING 2

### Dragon's Den - Pitch practice #2

- Further develop pitch-deck, communications and performance

## 2 MAY 2017 /WORKSHOP 4

### “Funding: Strategy And Legal Aspects”

- Investment 101
- Alumni Case – how to get from Angel investor.. to Seed.. to A...
- “Termsheets”, “Warrants”, “Cap tables”, “Data Room” etc.
- Financial Modelling and Sensitivity Analysis

## 9 MAY 2017 / CLUSTER-WORKING GROUP

- Work on growth, go-to-market & fundingplan
- Presentation of progress
- Supervision from mentor(s)
- Interaction with peer startups

## 23 MAY 2017 /DRAGON'S DEN - PITCH TRAINING 3

### Dragon's Den - Pitch practice #3

- Further develop pitch-deck, communications and performance

## 24 MAY 2017/GO GROW DEMO DAY & GRADUATION

Final pitch & demo for investors

**Activities:**

- Pitch
- Demo
- Reception

**Graduation**

Celebration of the #3 batch of Go-Grow startups

**Activities:**

- Ceremony & reception