



# Go Grow Startup Accelerator Programme

(Incl. the Digital Growth Path for Industry 4.0 Companies)

Fall 2017- Spring 2018



## OVERVIEW

### The Go Grow Startup Accelerator Programme

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

## PROGRAM BENEFITS

Each startup is unique, and the Go Grow programme is tailor-made to get your s up and running in a short period of time. Programme benefits include:

### Mentors

World-class mentoring and advising. Our mentors are Senior Executives with strategic overview, domain-specific expertise as well as extensive network, serial entrepreneurs with a proven growth track record, CSE alumni and ecosystem partners. The Go Grow programme includes mentoring as a tool to achieve the goals of the participating startup companies, and is a key driver for growth.

### Corporate Partnerships

Our corporate partners add powerful industry expertise by offering hands-on mentorship and business development opportunities to accelerate your business. Startup companies that participate in the Go Grow accelerator programme have the opportunity to engage with a network of C-level executives and employees who may open doors that are otherwise difficult to access.

### Sponsored Products & Services

As part of the Go Grow and the CSE network, companies and founders have access to multiple sponsored products and services valued at over \$200.000. These perks come from industry, university and corporate partners and sponsors, mentor companies, CSE companies, and others across our network. Back office services and CRMs, analytics tools and project management platforms, marketing services and more – all aspects of your startup needs are covered.



## Investors

Access to investors. The Go Grow programme has the attention of Danish Angel investors, VCs and Corporate programmes, as well as international connections. Startup companies will be introduced to investors at workshops, on separate invitation and at Demo Day, and can grow their network of investors who may lead to financing for the company.

## Co-Working Space to Grow

One of the key benefits in the Go Grow programme 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 programme also includes support within the following areas:

- Business plan development assistance
- Entrepreneurial education programme
- 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

## CONTENT

### The programme 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-programme 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 its 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:

- 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:

- Business Environment – Global Market and International Trends
- Customer Discovery & Sales – Growth through Data – Analytics
- Communications, Branding & Marketing
- “Funding: Strategy and Legal Aspects”

## Cluster Working Groups

The Cluster Working Groups are industry-specific working groups with the focus on accelerating the development of your start-up - Startup Accelerator for Retail, Business services, Consumer services, Consulting, Adtech, Digital Media, eCommerce...through guest lectures, testimonials, case studies and workshops to focus on:

- Understanding the scope, scale, and challenges of building for scale, strategic, personal, economic or technological
- Case studies, workshops and interactive role-plays to develop strong analytical and decision-making skills

- Team work to enable you to share experience, learn how to prioritize and deliver
- Visits & Testimonials from senior executives and industry experts to provide valuable, real-life insights on key managerial trends and issues
- Workshops that focus on the specific needs of the participants

The Cluster Working Group for **Digital Growth Path** is a public-private acceleration path within the Go Grow programme, supported by The Danish industry Foundation and partners. It focuses on Industry 4.0 startup companies involved in big data, additive manufacturing, artificial vision, cloud computing, augmented reality, cybersecurity, cyber-physical systems and/or collaborative robotics.

The Cluster Working Group for Digital Growth Path is focused at Leading Digital Transformation. The Working Group will include Guest lectures, testimonials, case studies and workshops to focus on:

- Understanding the scope, scale, and challenges of digital transformation within Industry 4.0
- A focus on future digital trends and major themes such as digitalization, disruption and innovation, digital leadership and big data
- Examination of a wide range of services-oriented, goods-oriented, Industry 4.0 companies
- Company visits and testimonials from inspirational guest speakers
- Workshops that focus on the specific needs of the participants

In the Cluster Working Groups the focus is on training leaderships skills while taking strategic action through assignments and working on milestones and growth in a peer-to-peer set-up.



### Key Topics:

- Understanding the scope, scale, and challenges of building for scale, strategic, personal, economic or technological
- 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 founders

### 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 programme 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 Denmark?
- Plan for PR -Lead generation

### Demo Day

The Go Grow Accelerator holds a Demo Day at the end of the programme to showcase the startups to a group of selected Angels, Private Equity and Venture Capitalists, as well as corporate partners, clients and the Copenhagen Entrepreneurial ecosystem.

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 and interested audience from 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 teams' graduation from the Accelerator.



## PROGRAM STRUCTURE

The Go Grow Startup Accelerator Programme blends residential and online learning (coming soon), allowing participants to work full time and to apply new knowledge and skills immediately in their work settings. Participants who successfully complete the programme are awarded a Certification of Go Grow Programme Completion from Copenhagen School of Entrepreneurship, CBS.

## TOPICS & DATES

Go Grow Startup Accelerator Programme Winter 2017-2018 consists of 15 days of training and runs over 4 months, starting on the 8th of November 2017 and ends with a Final Pitch/Demo Day 21st. March 2018. 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.

### 8-9 NOVEMBER 2017 /KICKOFF BOOTCAMP (WORKSHOP 1)

- Intro to companies – Short presentations by teams
- Overview of the Go Grow Programme
- The Go Grow Toolkit – LEAN innovation process, entrepreneurship tools & methodologies for building scale
- Acceleration - Getting the job done! – Taking and giving Feedback
- The Role of the Entrepreneur – Keynote
- Profile and Human Behavioral Assessments of the Team
- Crash course in “The Business Model Canvas” & “Lean Canvas”
- Identification of growth goals – Hack
- Facilitated review of Business model
- Outline of growth, go-to-market & funding plan Recruitment & Legal
- Alumni Case: Accelerating a startup – Founder considerations Legal & Investment 101 – Managerial liability – basic principles
- Mentor – advisory board simulation – formalities
- Go Grow Accelerator – the role of the Mentor
- Mentor Match and reception

### 22-23 NOVEMBER 2017 /PITCH WORKSHOP 2

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



### 12 DECEMBER 2017 /WORKSHOP 3

- Business Environment – Global Market and International Trends

### 13 DECEMBER 2017 /CLUSTER - WORKING GROUP

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

### 16 JANUARY 2018 /WORKSHOP 4

- Customer Discovery & Sales – Growth through Data – Analytics

### 17 JANUARY 2018 /CLUSTER - WORKING GROUP

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

### 17 JANUARY 2018 /DRAGON'S DEN - PITCH TRAINING

Dragon's Den - Pitch practice #1

- Further develop pitch-deck, communications and performance

### 6 FEBRUARY 2018 /WORKSHOP 5

- Communication, Branding & Marketing



## 7 FEBRUARY 2018 /CLUSTER - WORKING GROUP

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

## 20 FEBRUARY 2018 /DRAGON'S DEN - PITCH TRAINING

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

- Further develop pitch-deck, communications and performance

## 14 MARCH 2018 /WORKSHOP 6

### "Funding: Strategy and Legal Aspects"

- Investment 101
- Alumni Case – how to get from Angel investor.. to Seed.. to A...
- "Term-sheets", "Warrants", "Cap tables", "Data Room" etc.
- Financial Modelling and Sensitivity Analysis
- IP, Trademarks & Copyrighths
- Recruitment & HR

## 15 MARCH 2018 /CLUSTER - WORKING GROUP

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

## 15 MAY 2017 /DRAGON'S DEN - PITCH TRAINING

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

- Further develop pitch-deck, communications and performance



## 21 MARCH 2018 /GO GROW DEMO DAY & GRADUATION

Final pitch & demo for investors, clients and ecosystem partners

### Activities:

- Pitch
- Demo
- Reception

### Graduation

Celebration of the #5 batch of Go-Grow startup companies

### Activities:

- Ceremony & reception

*The Go Grow Programme is a dynamic programme and is subject to change. Please check our websites for recent developments and updates. [www.cse.cbs.dk/go-grow.dk](http://www.cse.cbs.dk/go-grow.dk) or [www.go-grow.dk/programme](http://www.go-grow.dk/programme)*

