

## COACHING FOR GROWTH

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# RZESZOW REGIONAL DEVELOPMENT AGENCY, POLAND

### Initiative Start In Podkarpackie

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Initiative Start In Podkarpackie is created to consolidate environment, to build community, to organize events (conferences, workshops, congresses )and coaching to encourage to take up business activities. Ecosystems create by a young entrepreneur contributes to establishing new companies, increase self-employment.

Ideas and actions of Accelerator -Start In Podkarpackie.

Recruitment of the startups/ ideas without ready MVP was conduct in electronic form through fill in a form which is available online: [www.startinpodkarpackie.pl](http://www.startinpodkarpackie.pl) .

After several recruitment meetings the Start in Podkarpackie Council chose 11 projects for further acceleration and coaching process.

As part of project startups have received the following type of support:

- a) substantive support by the designated startup's tutor,
- b) accounting and legal consultation,
- c) workshops on the development of a business idea,
- d) mentor care

Startups recruited for Accelerator have received necessary substantive support. Supervisors carried out meetings with startups, helped in solving current problems, involving with creation of MVP, enabled contact with universities, facilitated contact with companies in which startups can tested created product, have been in contact with mentors- people who knows the specific fields of business.

Individual startups teams participated in training courses which were to help them develop their idea, first help in his market verification, and prepare ideas on presentation in front of potential investors.

Themes of training:

1. Training in design, commercial law, and intellectual property.
2. Selling techniques: general sales principles, classification criteria, types of customers, factors formative customers behavior, basic consumers behavior, the stages of the customer's decision-making process.

3. Startups workshops/trainings – practical knowledge and instruments which enabling on fine tuning and testing the idea on business without budget, getting to know startups trends, getting to know business models which enabling earn/ profit on startup.
4. Sources of funding for the idea – acquiring practical skills on the scope of preparation of the presentation for investor in order acquiring financing business project for the planned project.
5. Business-plan – score practical skills in terms of study/development complete business –plan for planned project considering key aspects for investor.
6. Marketing in startup – basic principles marketing activities in company, creation of marketing strategy, marketing online.
7. Pitch in front of investor – basic principles presentation of the idea/ product, scope and structure of presentation, practical workshops.
8. Image-building workshop – the importance of the image for the organization, instruments supporting image –building process, workshops which help in building image of company.
9. Simulation of economic activity/ business activity/ business – managing a virtual company and making realistic business decisions.

For more information on Initiative Start in Podkarpackie, Rzeszow Regional Development Agency, Poland

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 <https://startinpodkarpackie.pl/>

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