

Atlantic Digital Startup Academy

Acceleration Programme
Technical-Pedagogical Report
Dossier
April, 2019



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1. THE ADSA BOOTCAMP PROGRAMME

ADSA Bootcamp presentation

The ADSA Bootcamp was an intensive 2 day session replicated in each of the territories of the program's partners, between February and April of 2019, over the course of 5-6 weeks. There were 5 bootcamps in each of the following locations:

- Porto, Portugal;
- Sevilla, Spain;
- Brest, France;
- Derry, UK;
- Cork, Ireland.

The goal of the acceleration programme was to allow startups to get in-depth training on the matters of internationalization and scaling up, and expertise in similar subjects.

The expected output of the programme was a redefined business model, which has a specific value proposition for the startup's internationalization goals, a concrete strategy for internationalization and, on the other hand, a pitch of said business model to investors in the Pitch Bootcamp.

General Agenda of each bootcamp

Day 1

Pecha Kucha/Ignite - *Introduce your business idea quickly!*

Pecha Kucha/Ignite is a simple presentation format with a limited number of slides and a few seconds per slide. The rule of Pecha Kucha/Ignite is 20 × 20: Presenters are allowed 20 slides, and they can spend 20 seconds per slide. Images are forwarded automatically, so they are not under the control of the speaker. These fast and structured talks enable people to share ideas quickly and with a minimum of distraction. Previously, each presenter has to send their presentation to the staff.

To know more about Pecha Kucha, please go to:

<https://www.pechakucha.com/>

SmartXchange online tool - *Learn, test and compete.*

SmartXchange will allow you to upload your business models and provide a virtual stock exchange system. This is a virtual competition in which players are prone to a risk. In the end, entrepreneurs will have stronger business models and greater confidence in their business ideas. There is no real money involved - only ADSA coins!

To know more about that, please click here <http://vps644117.ovh.net/login.php>

Lunch – Start negotiation!

Keynote Session on Mastering Business Model Canvas

How do you build a strong and a profitable business model that can be competitive in today's market?

We will show you how to map your model using the global standard Business Model Canvas.

Teamwork in SmartXchange - Mastering Business Model Canvas – *Let's work in BMC*

The team have to upload Business Model Canvas in SmartXchange platform and take an attitude which will lead to business model refinements validated by market data.

Coffee-Break: networking & trading - *Keep going for the best deal!*

Keynote Session on Promote your business internationally

How International marketing can create better opportunities for your business expansion and can turn your customer base bigger?

Teamwork on SmartXchange - *Let's work on your business marketing strategy*

The team have to upload Marketing Plan and take an attitude which will lead to marketing plan refinements validated by market data.

Wrap up & trading - After-hours deal!

Day 2

Warm up & trading - Bed and Breakfast deal!

Keynote Session on Effective pricing and negotiation of technology

This topic will introduce methods for valuating and pricing technology offers and discuss and simulate negotiation of technology, including licensing agreements from a licensor and licensee perspective.

Teamwork on SmartXchange – Let's work with Technological offer

Let's negotiate Technological offer.

Coffee-Break: networking & trading

Keynote Session on Funding options for Scale up

How to scale up investments in your company?

How business leaders can assess their options and change their approach to access better funding.

Teamwork on SmartXchange - Let's work in Scale up Investments

Try some investment options with SmartXchange.

Lunch - Keep going to scale up your business!

Stand up Pitch - No tools or any kind of support!

This is time to entrepreneurs pitch to a panel of investors by a stand up format - without any tool or support.

Close of trading & Feedback & Wrap up - Just before closing the market.

Juri will close the market and feedback team: each performance and announce the global ranking.

Image bellow represents the general agenda of bootcamps.

Timetable	Day 1	Day 2
09:00 – 09:30		Warm up & trading <i>Bed and Breakfast deal!</i>
09:30 – 10:00		Keynote Session on Effective pricing and negotiation of technology
10:00 – 10:30		
10:30 – 11:00		Teamwork on SmartXchange <i>Let's work with Technology offer</i>
11:00 – 11:30	Welcome!	
11:30 – 12:00	Pecha Kucha/Ignite <i>Introduce your business idea quickly!</i>	Coffee-Break: networking & trading <i>Understanding the offer search for the next deal!</i>
12:00 – 12:30		Keynote Session on Funding options for Scale Up
12:30 – 13:00	SmartXchange online tool <i>Learn, test and compete.</i>	
13:00 – 13:30	Lunch	Teamwork on SmartXchange <i>Let's Work on Fundings!</i>
13:30 – 14:00	<i>Start negotiation!</i>	
14:00 – 14:30	Keynote Session on Mastering Business Model Canvas	Lunch <i>Keep going to scale up your business!</i>
14:30 – 15:00		
15:00 – 15:30	Teamwork on SmartXchange <i>Let's work on BMC!</i>	Stand up Pitch (5 min/team)
15:30 – 16:00		
16:00 – 16:30	Coffee-Break: networking & trading <i>Keep going for the best deal!</i>	Close of trading & Feedback & Wrap up <i>Just before closing the market.</i>
16:30 – 17:00	Keynote Session on Promote your business internationally	Closure
17:00 – 17:30		
17:30 – 18:00	Teamwork on SmartXchange <i>Let's work on your business marketing strategy</i>	
18:00 – 18:30		
18:30 – 19:00	Wrap up & trading <i>After-hour deal.</i>	
	Closure	

Flying Session (30-45 minutes) Inspiring keynote speaker

Figura 1 - General agenda

The time schedule was customized in some bootcamps.

Oporto

Timetable	Day 1	Day 2
09:00 – 09:30		Warm up & trading <i>Bed and Breakfast deal!</i>
09:30 – 10:00		Keynote Session on Effective pricing and negotiation of technology
10:00 – 10:30		Teamwork on SmartXchange <i>Let's work with Technology offer</i>
10:30 – 11:00		
11:00 – 11:30	Welcome!	
11:30 – 12:00	Pecha Kucha/Ignite <i>Introduce your business idea quickly!</i>	Coffee-Break: networking & trading <i>Understanding the offer search for the next deal!</i>
12:00 – 12:30		Keynote Session on Funding options for Scale Up
12:30 – 13:00	SmartXchange online tool <i>Learn, test and compete.</i>	Teamwork on SmartXchange <i>Let's Work on Fundings!</i>
13:00 – 13:30	Lunch	
13:30 – 14:00	<i>Start negotiation!</i>	
14:00 – 14:30	Keynote Session on Mastering Business Model Canvas	Lunch <i>Keep going to scale up your business!</i>
14:30 – 15:00	Teamwork on SmartXchange <i>Let's work on BMC!</i>	Stand up Pitch (5 min/team)
15:00 – 15:30		
15:30 – 16:00		
16:00 – 16:30	Coffee-Break: networking & trading <i>Keep going for the best deal!</i>	Close of trading & Feedback & Wrap up <i>Just before closing the market.</i>
16:30 – 17:00	Keynote Session on Promote your business internationally	Closure
17:00 – 17:30	Teamwork on SmartXchange <i>Let's work on your business marketing strategy</i>	
17:30 – 18:00		
18:00 – 18:30		
18:30 – 19:00		
	Wrap up & trading <i>After-hour deal.</i>	
	Closure	

Figura 2 - Oporto Agenda

BREST

Timetable	Day 1	Day 2
09:00 – 09:30	Welcome!	Warm up & trading <i>Bed and Breakfast deal!</i>
09:30 – 10:00	Pecha Kucha/Ignite <i>Introduce your business idea quickly!</i>	Keynote Session on Effective pricing and negotiation of technology
10:00 – 10:30		Teamwork on SmartXchange <i>Let's work with Technology offer</i>
10:30 – 11:00		
11:00 – 11:30	SmartXchange online tool <i>Learn, test and compete.</i>	Coffee-Break: networking & trading <i>Understanding the offer search for the next deal!</i>
11:30 – 12:00		Keynote Session on Funding options for Scale Up
12:00 – 12:30		Teamwork on SmartXchange <i>Let's Work on Fundings!</i>
12:30 – 13:00		
13:00 – 13:30	Lunch Start negotiation!	Lunch <i>Keep going to scale up your business!</i>
13:30 – 14:00		
14:00 – 14:30		
14:30 – 15:00	Keynote Session on Mastering Business Model Canvas	Stand up Pitch (5 min/team)
15:00 – 15:30	Teamwork on SmartXchange Let's work on BMC!	
15:30 – 16:00	Coffee-Break: networking & trading <i>Keep going for the best deal!</i>	Close of trading & Feedback & Wrap up <i>Just before closing the market.</i>
16:00 – 16:30		
16:30 – 17:00	Keynote Session on Promote your business internationally	Closure
17:00 – 17:30	Inspiring Entrepreneur Session	
17:30 – 18:00	Teamwork on SmartXchange <i>Let's work on your business marketing strategy</i>	
18:00 – 18:30	Wrap up & trading <i>After-hour deal.</i>	
18:30 – 19:00		
19:00 – 19:15		

Figura 3 - Brest Agenda

Cork

Timetable	Day 1	Day 2
09:00 – 09:30		Warm up & trading <i>Bed and Breakfast deal!</i>
09:30 – 10:00		Keynote Session on Effective pricing and negotiation of technology
10:00 – 10:30		Inspiring keynote speaker
10:30 – 11:00		
11:00 – 11:30	Welcome!	Teamwork on SmartXchange <i>Let's work with Technology offer</i>
11:30 – 12:00	Pecha Kucha/Ignite <i>Introduce your business idea quickly!</i>	Coffee-Break: networking & trading <i>Understanding the offer search for the next deal!</i>
12:00 – 12:30		Keynote Session on Funding options for Scale Up
12:30 – 13:00	SmartXchange online tool <i>Learn, test and compete.</i>	
13:00 – 13:30	Lunch	Teamwork on SmartXchange <i>Let's Work on Fundings!</i>
13:30 – 14:00	<i>Start negotiation!</i>	
14:00 – 14:30	Keynote Session on Mastering Business Model Canvas	Lunch <i>Keep going to scale up your business!</i>
14:30 – 15:00		
15:00 – 15:30	Teamwork on SmartXchange <i>Let's work on BMC!</i>	Stand up Pitch (5 min/team)
15:30 – 16:00		
16:00 – 16:30	Coffee-Break: networking & trading <i>Keep going for the best deal!</i>	Close of trading & Feedback & Wrap up <i>Just before closing the market.</i>
16:30 – 17:00	Keynote Session on Promote your business internationally	Closure
17:00 – 17:30		
17:30 – 18:00	Teamwork on SmartXchange <i>Let's work on your business marketing strategy</i>	
18:00 – 18:30		
18:30 – 19:00	Wrap up & trading <i>After-hour deal.</i>	
	Closure	

Figura 4 - Cork Agenda

Sevilha

Timetable	Day 1	Day 2
09:00 – 09:30		
09:30 – 10:00		
10:00 – 10:30	Welcome!	Warm up & trading <i>Bed and Breakfast deal!</i>
10:30 – 11:00	Pecha Kucha/Ignite <i>Introduce your business idea quickly!</i>	Keynote Session on Effective pricing and negotiation of technology
11:00 – 11:30		Teamwork on SmartXchange <i>Let's work with Technology offer</i>
11:30 – 12:00	SmartXchange online tool Learn, test and compete	
12:00 – 12:30		Coffee-Break: networking & trading <i>Understanding the offer search for the next deal!</i>
12:30 – 13:00	Keynote Session on Mastering Business Model Canvas	Keynote Session on Funding options for Scale Up
13:00 – 13:30	Teamwork on SmartXchange <i>Let's work on BMC!</i>	Teamwork on SmartXchange <i>Let's Work on Fundings!</i>
13:30 – 14:00		
14:00 – 14:30	Lunch <i>Start negotiation!</i>	Lunch <i>Keep going to scale up your business!</i>
14:30 – 15:00		
15:00 – 15:30		
15:30 – 16:00	Inspiring keynote speaker	
16:00 – 16:30	Coffee-Break: networking & trading <i>Keep going for the best deal!</i>	Stand up Pitch (5 min/team)
16:30 – 17:00	Keynote Session on Promote your business internationally	Close of trading & Feedback & Wrap up <i>Just before closing the market.</i>
17:00 – 17:30		Closure
17:30 – 18:00	Teamwork on SmartXchange <i>Let's work on your business marketing strategy</i>	
18:00 – 18:30		
18:30 – 19:00	Wrap up & trading <i>After-hour deal.</i>	
	Closure	

Figura 5 - Sevilha Agenda

DERRY

Timetable	Day 1	Day 2
09:00 – 09:30		Warm up & trading <i>Bed and Breakfast deal!</i>
09:30 – 10:00		Keynote Session on Effective pricing and negotiation of technology
10:00 – 10:30		Teamwork on SmartXchange <i>Let's work with Technology offer</i>
10:30 – 11:00		
11:00 – 11:30	Welcome!	Coffee-Break: networking & trading <i>Understanding the offer search for the next deal!</i>
11:30 – 12:00	Pecha Kucha/Ignite <i>Introduce your business idea quickly!</i>	Keynote Session on Funding options for Scale Up
12:00 – 12:30		Teamwork on SmartXchange <i>Let's Work on Fundings!</i>
12:30 – 13:00	SmartXchange online tool <i>Learn, test and compete.</i>	
13:00 – 13:30	Lunch <i>Start negotiation!</i>	Lunch <i>Keep going to scale up your business!</i>
13:30 – 14:00		
14:00 – 14:30	Keynote Session on Mastering Business Model Canvas	Stand up Pitch (5 min/team)
14:30 – 15:00	Teamwork on SmartXchange <i>Let's work on BMC!</i>	Close of trading & Feedback & Wrap up <i>Just before closing the market.</i>
15:00 – 15:30	Coffee-Break: networking & trading <i>Keep going for the best deal!</i>	Closure
15:30 – 16:00	Keynote Session on Promote your business internationally	
16:00 – 16:30	Teamwork on SmartXchange <i>Let's work on your business marketing strategy</i>	
16:30 – 17:00	Wrap up & trading <i>After-hour deal.</i>	
17:00 – 17:30	Closure	

Figura 6 - Derry Agenda

2. TIMELINE

Timeline

The table below presents the bootcamps schedule, according to each bootcamp event.

	February	March
Oporto Bootcamp Porto Business School Avenida Fabril do Norte, 425, 4460-314 Matosinhos	25-02-2019 - 26-02-2019	
BREST Bootcamp Pôle Numérique Brest Iroise (PNBI) 305 avenue Alexis de Rochon, 29280 Plouzané	28-02-2019 - 01-03-2019	
Cork Bootcamp County Hall Carrigrohane Rd, Sunday's Well, Cork, Irlanda		12-03-2019 - 13-03-2019
Sevilha Bootcamp Consejo Andaluz De Cámaras De Comercio Calle Santo Tomás, 13, 41004 Sevilla		19-03-2019 - 20-03-2019
Derry Bootcamp Enterprise North West offices NW Business Complex, Beraghmore Road, Skeoge Industrial Estate, Derry BT48 8SE		26-03-2019 - 27-03-2019

3. MENTORS AND PARTICIPANTS

3.1 MENTORS

It was guaranteed, at least two mentors per Bootcamp.



EURICO NEVES

CEO INOVA+ - INNOVATION SERVICES

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(OPORTO/BREST/SEVILHA)



MIGUEL SOUSA

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GIL GONÇALVES

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(CORK/DERRY)



PEDRO SOUTINHO

DIRECTOR OF CEDES AND URBACT PROGRAM EXPERT

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(CORK/SEVILHA)

3.2 PARTICIPANTS

OPORTO

#	Company
1	3Decide
2	ADYTA
3	Alphabet Sphere LDA
4	buildtoo
4	Explicas.me
5	EZ4U
6	HealthXL
8	MASDIMA
9	MUB cargo
10	Mythical Technologies
11	Parli
12	ShopAI

BREST

#	Company
1	BeABle
2	Bequipe
3	CaptainRisk
4	CaptainVet
5	DalooVet
6	EKTACOM
7	E-MEDYS
8	Indie Up
9	Le Potager d'à Côté
10	LiveMarks
11	OpTeamYZ
12	PiaLab
13	Tek Diving
14	VOXPASS
15	Yuto

SEVILHA

#	Company
1	Simply Hosted
2	Meshmood
3	eLearningFácil
4	DSS Network
5	Mykeys today
6	SleepControl
7	Healthy Blue Bits
8	Vestigia Blockchain Solutions SL
9	Lenzz Software
10	Neves
11	ROCCO
12	TUNATUN

CORK

#	Company
1	SMART ROUTER
2	Buymedia
3	EviView
4	OnTheQT
5	OMKO
6	Exceedence
7	The Beauty Buddy
8	Showwork
9	Trustap
10	Spearline Risk and Compliance
11	Shopless
12	Acorn Water Ltd

DERRY

#	Company
1	Aeroblue Software
2	BookEntertainment.com
3	HiveUAV Limited
4	Lone Star Comic
5	Together in Pieces Interactive

4. BOOTCAMPS KEYNOTES

ADSA Bootcamp

February 25, 26

2019

OPORTO

Eurico Neves | Miguel Sousa | Gil Gonçalves
(Mentors)



Mentors



Eurico Neves

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(OPORTO/BREST/SEVILHA)



Miguel Sousa

CEO Index Talent - Business Angels and Incubation

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(OPORTO/BREST/DERRY)



Gil Gonçalves

Researcher and Horizon 2020 Evaluator

<https://www.linkedin.com/in/gilmgoncalves/>
(OPORTO/CORK/DERRY)



Overview of 2 days of bootcamp

Timezone	Day 1	Day 2
09:00 - 09:30		Warm up & trading and breakfast chat!
09:30 - 10:00		Keynote Session on Effective pitching and negotiation of technology
10:00 - 10:30		Teamwork on SmartXchange
10:30 - 11:00		Let's work with Technology offer
11:00 - 11:30	Welcome!	Teamwork on SmartXchange
11:30 - 12:00	Practice Pitching/Ignite Introduce your business idea quickly!	Coffee Break: networking & trading Understanding the offer search for the most draft!
12:00 - 12:30	SmartXchange online tool Learn, rest and complete.	Keynote Session on Funding options for Scale Up
12:30 - 13:00	Lunch	Teamwork on SmartXchange
13:00 - 13:30	Start negotiation!	Let's Work on Fundings!
13:30 - 14:00		
14:00 - 14:30	Keynote Session on Mastering Business Model Canvas	Lunch
14:30 - 15:00		Keep going to scale up your business!
15:00 - 15:30	Teamwork on SmartXchange Let's work on BMC?	Stand up Pitch (5 min/team)
15:30 - 16:00		
16:00 - 16:30	Coffee Break: networking & trading Keep going for the best deal!	Closure of trading & Feedback & Wrap up our before closing the market
16:30 - 17:00	Keynote Session on Promote your business electronically	Closure
17:00 - 17:30		
17:30 - 18:00	Teamwork on SmartXchange Let's work on your business marketing strategy	
18:00 - 18:30		
18:30 - 19:00	Wrap up & trading After-hour deal Closure	

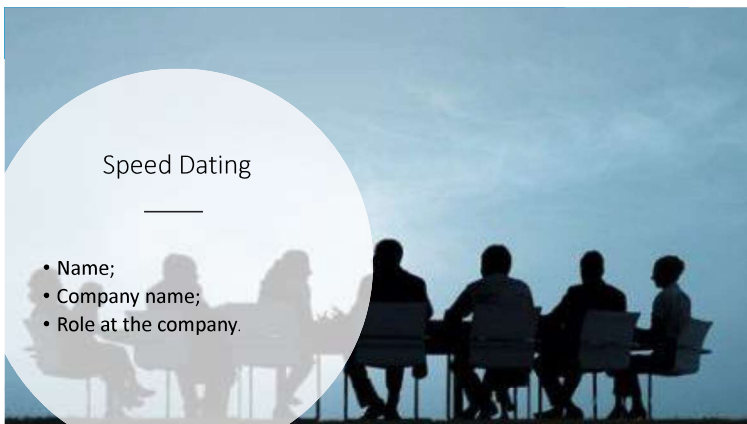
Flying Session (30-45 minutes) Inspiring keynote speaker





PechaKucha

20 X 20
IMAGES SECONDS



PechaKucha

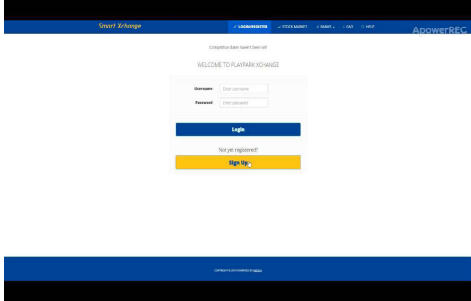
20 X 20
IMAGES SECONDS

- In Pecha Kucha 20 slides are shown for 20 seconds each;
- Meaning, 6 minutes and 40 seconds in total;
- Pecha Kucha presentations are:
 - Concise;
 - Powerful;
- Slides should be used for illustrative and reinforcement purposes;
- Have fun :-)

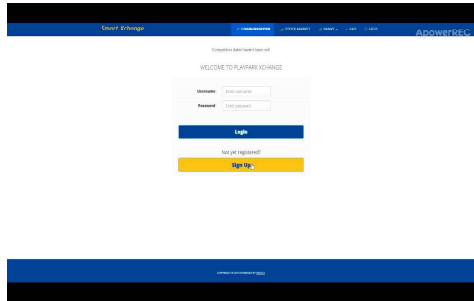


SmartXchange online tool

Learn, test and compete.



SmartXchange Registration:
<http://vps644117.ovh.net/index.php>



Tutorial:
<https://bit.ly/2T0a4O4>

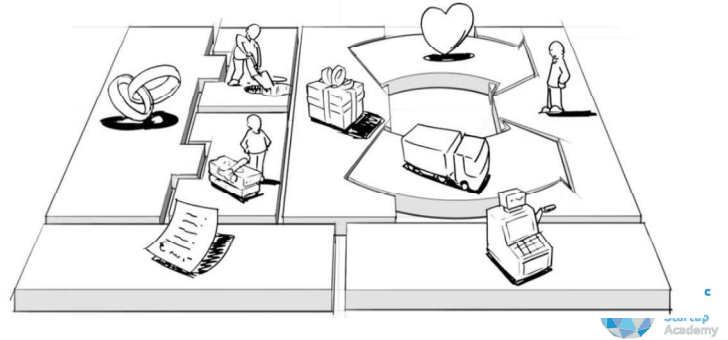


Lunch

Start negotiation!



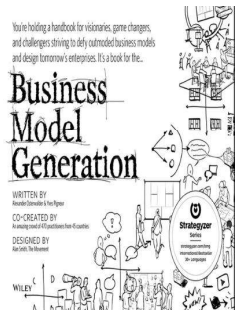
The 9 building blocks



Keynote Session Mastering Business Model Canvas













Business model generation - CANVAS



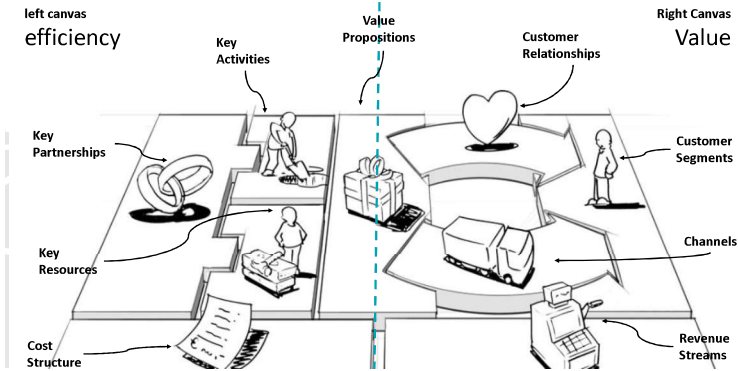
A business model describes the rationale of how an organization creates, delivers, and captures value



The 9 building blocks

 Value Propositions <i>It seeks to solve customer problems and satisfy customer needs with value propositions.</i>	 Customer Segments <i>An organization serves one or several Customer Segments.</i>	 Channels <i>Value propositions are delivered to customers through communication, distribution, and sales Channels.</i>	 Customer Relationships <i>Customer relationships are established and maintained with each Customer Segment.</i>	 Revenue Streams <i>Revenue streams result from value propositions successfully offered to customers.</i>
 Key Activities <i>...by performing a number of Key Activities.</i>	 Key Resources <i>Key resources are the assets required to offer and deliver the previously described elements...</i>	 Key Partnerships <i>Some activities are outsourced and some resources are acquired outside the enterprise.</i>	 Cost Structure <i>The business model elements result in the cost structure.</i>	

The 9 building blocks



From Business Model to Business Design

The term “Business Model” leads to latch onto the word “Model.”

the concept “Business Design” helps to focus the user on the “Design” of business first and foremost.

Business Design is a set of structural business choices that together deliver high utility to the customer and high value to the shareholder.



From Business Model to Business Design

Managers of technology-driven businesses have traditionally had one major innovation cycle to worry about – the product innovation cycle.

What has changed over the past 20 years, and has made management significantly more complex, is the emergence of a second, parallel innovation cycle—the business design innovation cycle.



From Business Model to Business Design

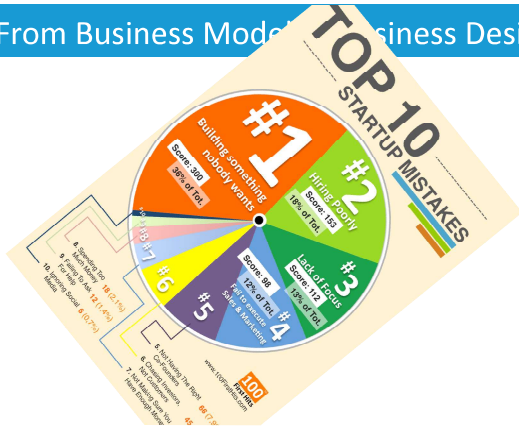
There has been a secular shift in power from the supplier to the customer.

Highly competitive markets and abundant information have placed the customer at the center of the business universe.

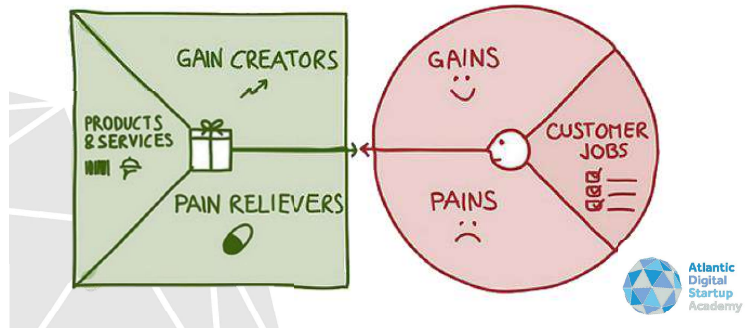
In this new environment, successful businesses are those that employ customer-centric thinking to identify customer priorities and construct business designs to match them.



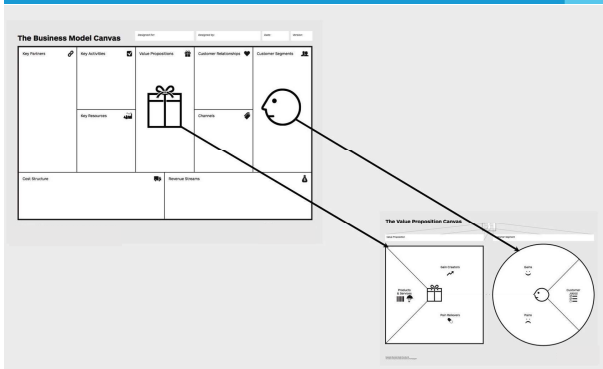
From Business Model to Business Design



From Business Model to Business Design



From Business Model to Business Design

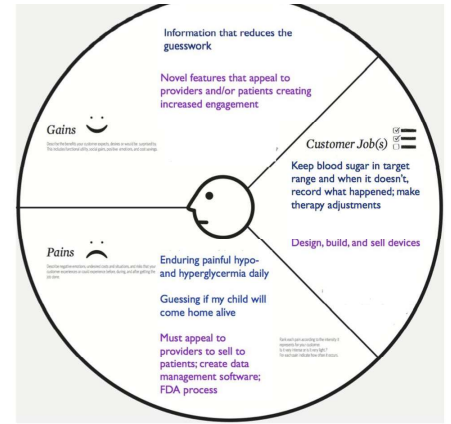


From Business Model to Business Design



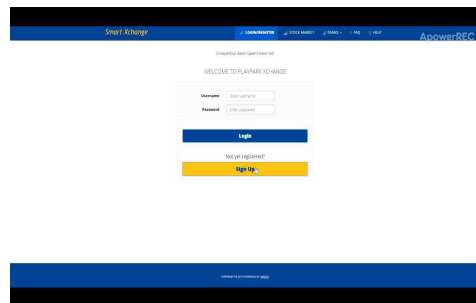
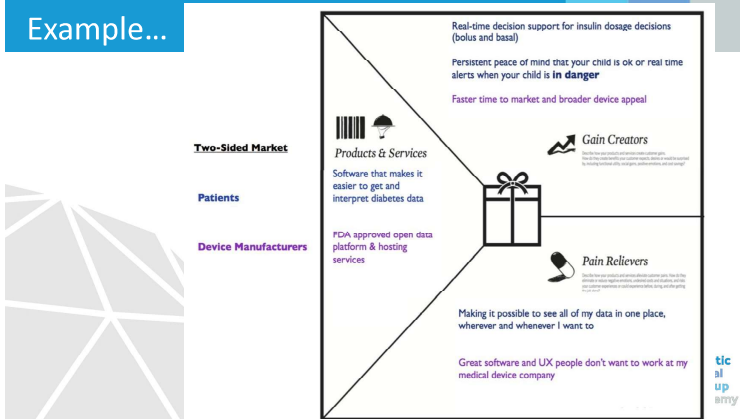
From Business Model to Business Design

Example



Example...

@Work on SmartXchange



Let's work on BMC
<http://vps644117.ovh.net/index.php>



The 9 building blocks



Value Propositions
It seeks to solve customer problems and satisfy customer needs with value propositions.

Describes the bundle of products and services that create value for a specific Customer Segment

Some Value Propositions may be innovative and represent a new or disruptive offer. Others may be similar to existing market offers, but with added features and attributes.



The 9 building blocks



Key Activities
...by performing a number of Key Activities.

Describes the most important things a company must do to make its business model work

These are the most important actions a company must take to operate successfully.



The 9 building blocks



Value Propositions
It seeks to solve customer problems and satisfy customer needs with value propositions.

Value Proposition and Customer Priorities:

What are the unsatisfied needs that drive the behavior of targeted customers (what would lead them to switch suppliers or pay a premium)?

Does my Business Design deliver differentiated benefits on these priorities?

Does it hinder my ability to deliver these benefits?

What customer benefits are generated by my business design (vs. my product)?



The 9 building blocks



Key Activities
...by performing a number of Key Activities.

What economics does it have to produce to be successful?

How do I rapidly test, learn, and adjust for improved profitability of a new business design during its initial 12-24 months?

Organizational Systems: How will our functional organizations need to change to deliver a business design (R&D, operations, go to market, etc.)?

How will our enabling infrastructure need to change to enable the business design to go forward (balance sheet, planning/learning/ control systems, information architecture, etc.)?



Self made man

Team work

2 meeting points tables with the mentors

@Work on SmartXchange

Keynote Session

Promote your business internationally

Coffee-break: networking & trading

Keep going for the best deal!

Promote your business internationally

Where are we?

Where do we need to go?

START UP ROUTE MAP

Promote your business internationally

What is our market?



Needs / Desires
Target publics
Positioning

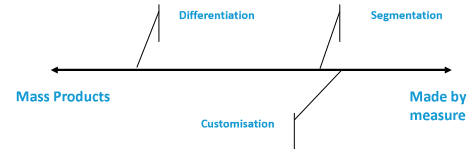
the
MARKET



Promote your business internationally

Who is our market?

Marketing Targeting Approaches :



Promote your business internationally

What is our market?

I want to satisfy the need/desire to:



Promote your business internationally

Who is our market?

Main Bases of Segmentation			
Geographic	Demographic	Behavioural	Psychographic
E.g. "Customers within 10 miles of the M25"	E.g. "A Level & University Students"	E.g. "Customers wanting a value for money impulse buy"	E.g. "Customers who prefer to buy organic food"
Customer location Region Urban / Rural ACORN classification	Age Gender Occupation Socio-economic group	Rate of usage Benefits sought Loyalty status Readiness to purchase	Personality Lifestyles Attitudes Class

tutor2u



Promote your business internationally

Who is our market? You can create **your own** segments



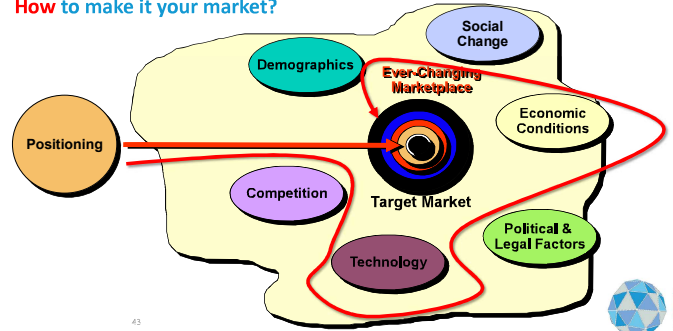
DINKS, SINKS, MWKS, BOOMERANGS, COUGARS, SILVER GENERATION...

As long as they **measurable, accessible, substantial and effective**



Promote your business internationally

How to make it your market?



Promote your business internationally

Who is our market?

My **target segments** are:

- 1.
- 2.
- 3.

(why?)
(why?)
(why?)



Promote your business internationally

How to make it your market?

POSITIONING:

Positioning is an organized process for finding a entrance point in the minds of your clients and other targets.

It's a way of thinking about your market and what's important to the people in it.

POSITIONING GOALS :

- 1) Being seen as "somebody special to some special bodies"
- 2) Leveraging you insider's understanding
- 3) Contributing to and supporting your awareness activities
- 4) Establishing credibility with key players in your market target



Promote your business internationally

How to make it your market?

POSITIONING STRATEGY

1) Who are these guys?

We are a _____ firm

2) What do they do and for whom?

We do _____ for _____

3) What value do they bring?

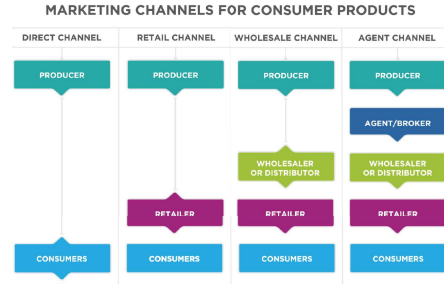
Positioning statement:



Promote your business internationally

Which channels to use to address the market?

a) Sales channels



Promote your business internationally

Which channels to use to address the market?

a) Sales channels

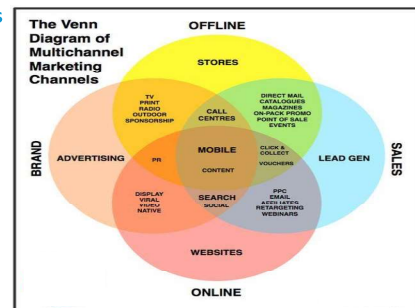
b) Marketing channels



Promote your business internationally

Which channels to use to address the market?

a) Sales channels



Promote your business internationally

Which channels to use to address the market?

b) Marketing channels



Promote your business internationally

Which channels to use to address the market?

a) My favoured sales channels will be: (why?)

b) My favoured marketing channels will be: (why?)

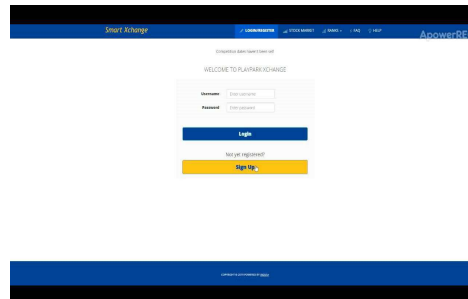


Promote your business internationally

Which channels to use to address the market?



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Let's work on your business marketing strategy

<http://vps644117.ovh.net/index.php>



The 9 building blocks



Customer Segments
An organization serves one or several Customer Segments.

Defines the different groups of people or organizations an enterprise aims to reach and serve

An organization must make a conscious decision about which segments to serve and which segments to ignore.



The 9 building blocks



Channels
Value propositions are delivered to customers through communication, distribution, and sales Channels.

describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition

Channels are customer touch points that play an important role in the customer experience.



The 9 building blocks

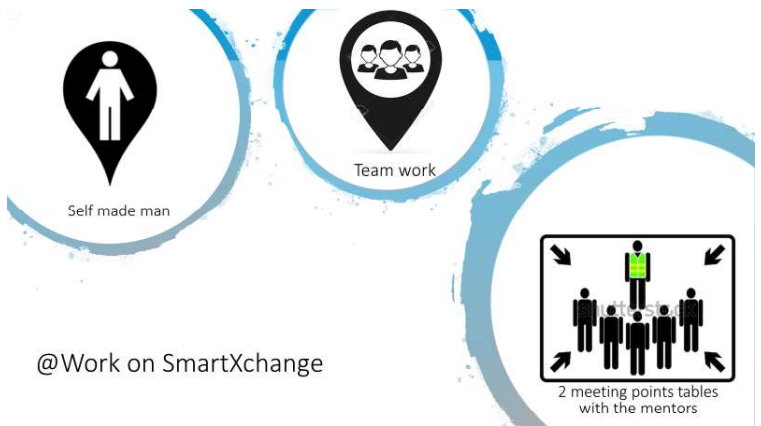


Customer Relationships
Customer relationships are established and maintained with each Customer Segment.

describes the types of relationships a company establishes with specific Customer Segments

Customer relationships may be driven by the following motivations:

- Customer acquisition
- Customer retention
- Boosting sales (upselling)
- Deeply influence the overall customer






Wrap-up & Trading After-hour deal






WELCOME to ADSA
Bootcamp!
OPORTO
Day 2




Closure DAY 1



Overview day 2 of bootcamp

Day 2	
09:00 – 09:30	Warm up & trading Good and breakfast deal!
09:30 – 10:00	Keynote Session on Effective pricing and negotiation of technology
10:00 – 10:30	Teamwork on SmartExchange Let's work with Technology offer
10:30 – 11:00	
11:00 – 11:30	
11:30 – 12:00	Coffee Break: networking & trading Understanding the offer aspect for the next deal!
12:00 – 12:30	Keynote Session on Funding options for Scale-Up
12:30 – 13:00	Teamwork on SmartExchange Let's Work on Funding!
13:00 – 13:30	
13:30 – 14:00	
14:00 – 14:30	Lunch
14:30 – 15:00	Keep going to scale up your business!
15:00 – 15:30	Stand up Pitch (5 min/team)
15:30 – 16:00	
16:00 – 16:30	Close of trading & Feedback & Wrap up Just before closing the market.
16:30 – 17:00	Closure
17:00 – 17:30	
17:30 – 18:00	
18:00 – 18:30	
18:30 – 19:00	

Flying Session (30-45 minutes) Inspiring keynote speaker



Warm & trading
bed and breakfast deal



PRICE AS A STRATEGIC COMPONENT

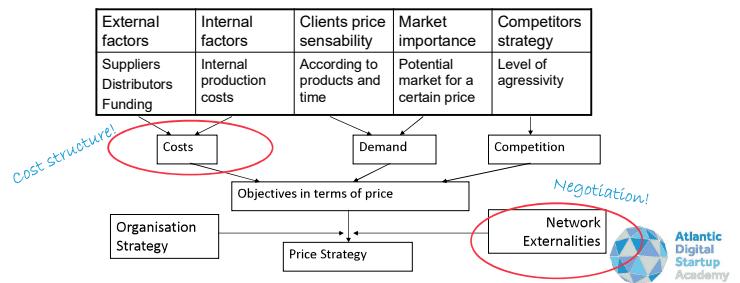
- Is a signal to the buyer – “when a product cannot be evaluated, price is a proxy for value”
- Is an instrument of competition
- It’s a way of improving financial performance
- It’s a potential substitute for selling effort, advertising and product quality



Keynote Session
Effective pricing and
negotiation of technology



Price policies



Effective pricing and negotiation of technology

Negotiation golden rules:

- Do your homework...
- Be assertive (ask what you want), but not aggressive!
- Be a detective: ask right questions and LISTEN!
- Don't confuse positions/demands with real interests
- Be promotion-focused (vs prevention-focused) – aim high!
- Consider every negotiation a challenge (not a threat)
- See the big picture (incl. other side's pressure)
- ... but be willing to walk away...



Effective pricing and negotiation of technology

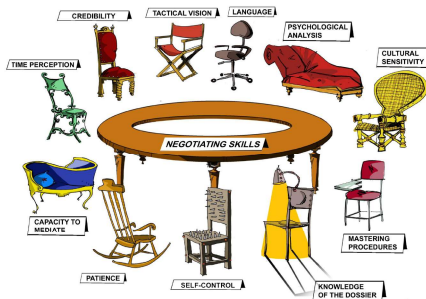
Negotiating with potential investors / competitors (or partners...)

- Double homework! (evaluate what each investor brings to the table in the short and long-term – it's not only about the money... consider networks, industry-specific experience, etc.)
- Know your limits (try to determine in advance how much company equity you are willing to give up... and stand your ground)
- Remember you are not just pitching you business... if they invest, they also invest in YOU!
- ... and you will never leave empty handed... use every negotiation as an opportunity to learn, pick up insights and advice...



Effective pricing and negotiation of technology

Negotiation golden rules:



Effective pricing and negotiation of technology

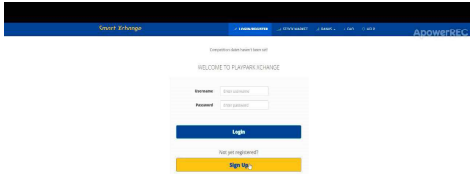
A practical example:

- Innovation & Imitation

	ISSUE	
	+	-
RELATIONSHIP	You WIN They WIN	You LOSE They WIN
	You WIN They LOSE	You LOSE They LOSE



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Let's work with Technology offer

<http://vps644117.ovh.net/index.php>



The 9 building blocks



Key Partnerships
Some activities are outsourced and some resources are acquired outside the enterprise.

The Key Partnerships Building Block describes the network of suppliers and partners that make the business model work

Companies create alliances to optimize their business models, reduce risk, or acquire resources.



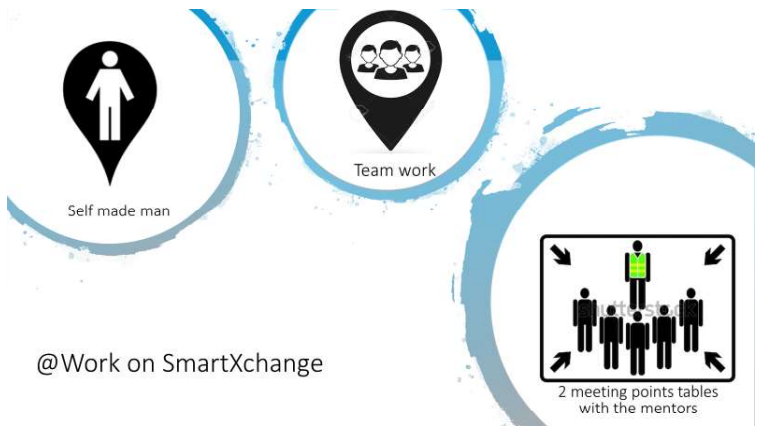
The 9 building blocks



Cost Structure
The business model elements result in the cost structure.

describes all costs incurred to operate a business model

Some business models, though, are more cost-driven than others.



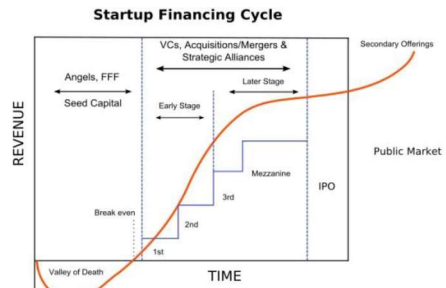
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2 meeting points tables with the mentors

Theoretical Models – Financing cycle

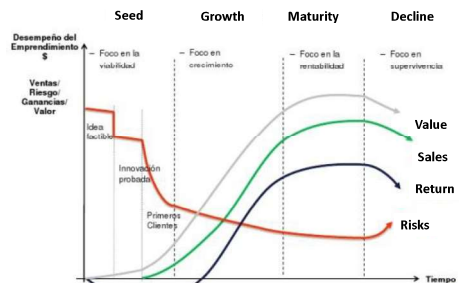
Coffee-break: networking & trading

Understanding the offer search for the next deal!



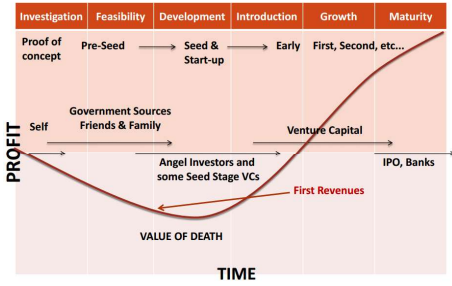
Theoretical Models – Financing cycle

Keynote Session Funding Options for Scale Up



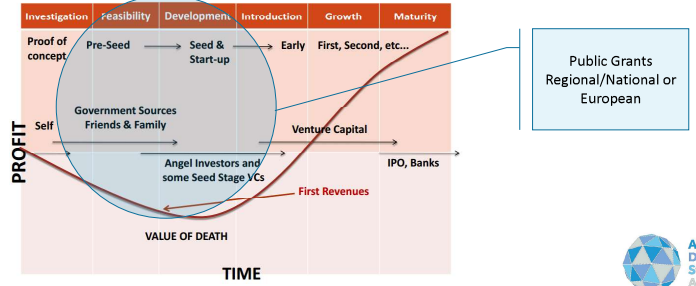
Theoretical Models – Financing cycle

The Capital Lifecycle



Funding the value of death

The Capital Lifecycle



ChangeThis

... but where is the funding gap?

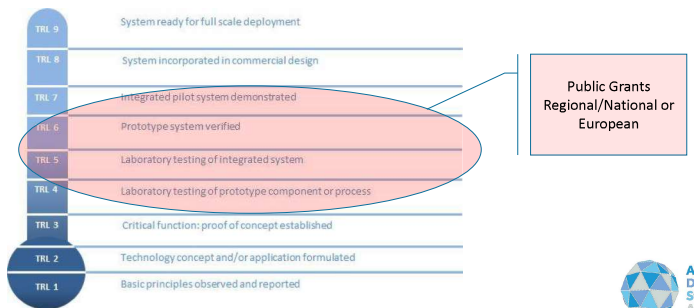
What If

They Listened to Entrepreneurs?

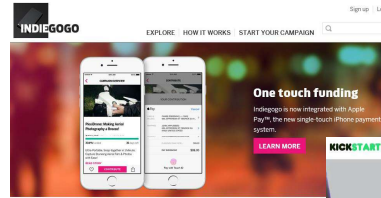
Henry R. Nothhaft

Funding the value of death

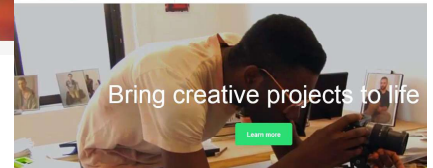
TRL – Technology Readiness Level



The best one is ... **first sales**



Plan a campaign and allocate resources and time to make it work



Bring creative projects to life

The best one is ... **first sales**... but how can we stimulate first sales and

market validation... using **Crowdfunding**

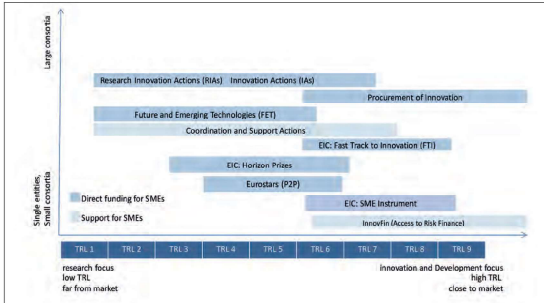


The best one is ... **first sales**... but how can we stimulate first sales and market validation... using **Crowdfunding**... but more R&D and market validation could

be needed... **Public Grants**

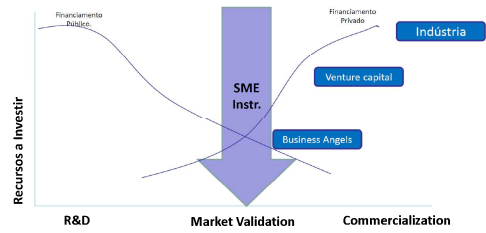


Sources of Funding



Sources of Funding

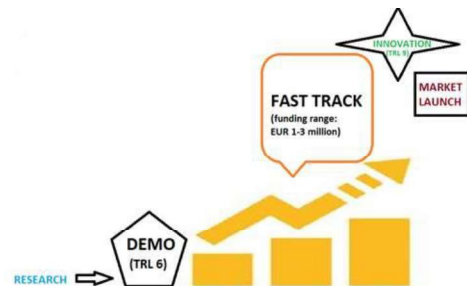
The objective is filling the gap in funding the early stage high risk research and innovation, stimulate breakthrough innovations and increase private sector commercialization results



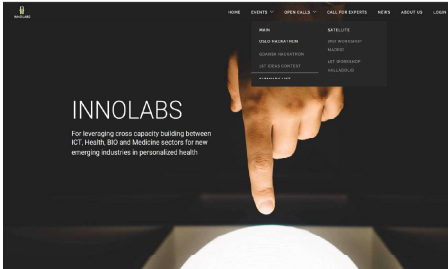
Sources of Funding

Instrument →	SME-Instrument		FTI	FET-Open	EIC prizes
	Phase 1	Phase 2			
For whom	One or more European ¹ SMEs		From 3 to 5 European ¹ entities (mostly industrial ²)	At least 3 entities ³	At least one entity (which must be European ¹ for some of the prizes)
Maximum funding⁴	50.000 €	2.5 M€	3 M€	3 M€ (RIAs) 0.5 M€ (CSAs)	Varies for each prize
Total budget 2018-20	163 M€	1421 M€	300 M€	705 M€ (RIAs) 10 M€ (CSAs)	40 M€
Focus	Exploring the feasibility of a business idea (~ 6 months)	Breakthrough Innovation & international growth (12-24 months)	Close-to-market innovation	Radically new technologies	6 different topics (major societal issues)

Sources of Funding



Sources of Funding



Cascade Funding



Sources of Funding - BAs



Business Angels are **private investors** who invest in **unquoted** small and medium sized businesses. They are often businessmen and women who have sold their business. They provide not only **finance** but **experience** and **business skills**. Business Angels invest in the **early stage** of business development filling, in part, the equity gap. [EBAN website]



Sources of Funding

The best one is ... **first sales**... but how can we stimulate first sales and market validation... using **Crowdfunding**... but more R&D and market validation could be needed... **Public Grants**... however public grants are not funded 100%

and we need fresh money... **Business Angels**



Sources of Funding

The best one is ... **first sales**... but how can we stimulate first sales and market validation... using **Crowdfunding**... but more R&D and market validation could be needed... **Public Grants**... however public grants are not funded 100% and

we need fresh money ... **Business Angels**... and it's time to

scale up... **Venture Capital funds**



Sources of Funding

Main Differences	Business Angels	Venture Capitalists
Personal	Entrepreneurs	Money managers
Money Invested	Own money	Fund provider
Firms funded	Small, early stage	Medium to large
Due diligence done	Minimal	Extensive
Location of inv.	Of concern	Of lesser concern
Contract used	Simple	Comprehensive
Monitoring after inv.	Active, hands-on	Strategic
Involvement in mgt	Important	Of lesser concern
Exiting the firm	Of lesser concern	Highly important



Sources of Funding

The best one ... **first sales**... but how can we stimulate first sales and market validation... using **Crowdfunding**... but more R&D and market validation could be needed...

Public Grants... however public grants are not funded 100% and we need fresh money... **Business Angels**... and it's time to scale up... **Venture Capital funds**... to guarantee the operation...

Commercial banks... and an

IPO...

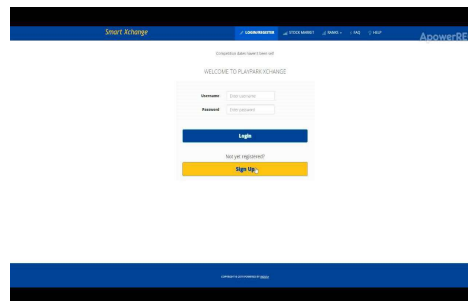


Top 10 Lies of BAs and VCs

1. Tomorrow I will tell you if I am **interested** or not
2. My **due diligence** will take only few days
3. My **shareholder agreement** is simple and held in one page
4. I feel absolutely comfortable with your **company valuation**
5. I will have plenty of **time** to help your company
6. I know personally several **potential clients**
7. I know in details your **business niche**
8. I will not interfere in your **management decisions**
9. I have excellent relations with **retail banks**
10. I will help you to find additional money for **future rounds**



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Let's work on Funding and Key resources

<http://vps644117.ovh.net/index.php>



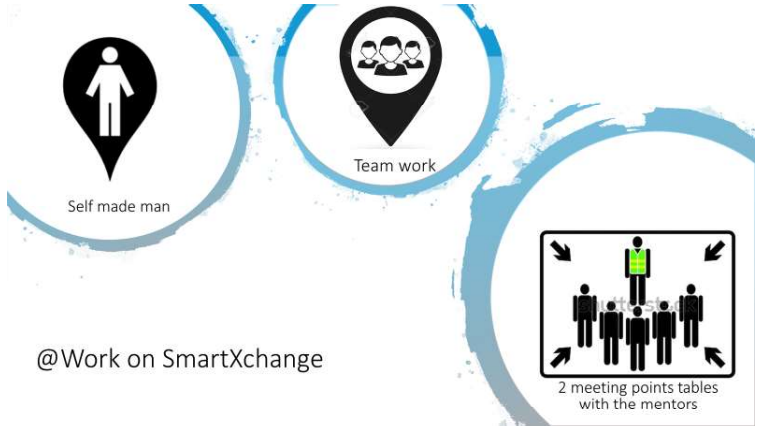
The 9 building blocks



Revenue Streams
Revenue streams result from value propositions successfully offered to customers.

Represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings)

A business model can involve different types of Revenue Streams



The 9 building blocks

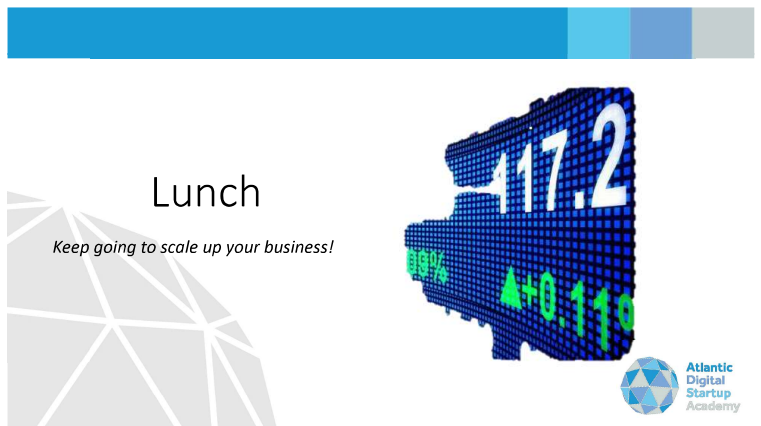


Key Resources
Key resources are the assets required to offer and deliver the previously described elements...

Describes the most important assets required to make a business model work

These resources allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segments, and earn revenues.

Key resources can be physical, financial, intellectual, or human. Key resources can be owned or leased by the company or acquired from key partners.



Stand up Pitch

Doctor Pitch



<https://www.youtube.com/watch?v=Z77L64yvUd4>



Close Trading & Wrap-up



Stand up Pitch

Pitch Jury

- 2 mentors
- 1 local representatives

Pitch Scoring template

Pitch Prizes

- Best pitch
- Most valuable stock company
- Most valuable entrepreneur



Closure

CASE STUDY

“INNOVATION AND IMITATION”

CASE :

Suppose that firm A has an idea for a new product (a new software package, say). It will take research and development to bring the new product to market and, of course, whether or not it will then be a success is uncertain. At present the idea seems quite good and the product is given at least a 50% chance of success in the marketplace. Once it is launched, it will take a year before the commercial success or failure of the product can be determined. Overall, and at first glance, it seems like a worthwhile endeavour.

However, the product is easily and rapidly imitated (or “cloned”) and it is difficult to obtain an *effective* patent. It is possible to get around any patent by making minor and basically inconsequential design variations. Firm A’s competitors are unaware that it is thinking of introducing such a product and will remain so until the product actually arrives on the market.

If firm A decides to introduce the new product, its rival firm B has three options:

- (1) Do nothing
- (2) Introduce a ‘clone’ as soon as A’s product appears on the market. All resources that the cloning project requires have to be committed at the time the decision to clone is made and cannot be withdrawn later
- (3) Wait for a year after A’s product is introduced to see whether or not it is a success. If B decides to wait and A’s product is a success, B would lose a one-year head start to A. However, if it is a failure, B can save on the cost of the cloning project.

If the product is a success, that is, if consumers like it, its clone will also be a success. Consumers have no preference for the original product over the clone if both are in the market.

If firm A decides to introduce the new product the possible gains and losses can be summarized as in the table below. All figures are *annual* gains and losses over *current* profit levels in millions of euros.

Firm A , Firm B

	Does not Clone	Clones
Product is a success	3, -1	1,1
Product is a failure	0,0	0,0

Figure 1

The first number in each box denotes firm A's annual profit gains over current levels and the second number is firm B's gains (or losses) relative to current levels. Figures are simplified. It just gives both firms' profit gains in various scenarios. The numbers are easily interpreted. If the product is a success, total sales will increase and industry profits will rise to the tune of €2 million. If both firms have the new product these increased profits are shared equally as consumers are indifferent between the original and the clone. If only firm A has the new product and it is a success, it gains all the increased custom and the resulting profits (€2 million), and it also steals some of the existing market (to the tune of €1 million) from firm B.

In the event the product is a success, it is expected to have a life of 10 years after the date of first introduction.

What to do if you were firm B's Chief Innovation Officer?

COMPETITION ENDED!

EDIT SETTINGS ⓘ

Business

User

Business Name

Teste A

Website URL:

Do you have a website?

Video Presentation or Pitch:

Do you have a youtube video?

Here you can add an youtube link (example: https://www.youtube.com/watch?v=hWuzKOz_o4Y or https://youtu.be/hWuzKOz_o4Y)

Short Business Pitch



Briefly describe you business idea to potential investors.

Business Model

Value Propositions:



Which one of our customer's problems are we helping to solve? Which customer needs are we satisfying? What is the specific product/service? What are the features that match customer needs?

Key Activities:



What Key Activities do our Value Propositions require?

Key Resources:



What Key Resources (suppliers, etc.) do our Value Propositions require?

Customer Segments:



For who are we solving a problem or fulfilling a need? Who are the customers? Does the value proposition match their needs? Is this a single-sided or multi-sided market?

Channels:



Through which channels do our customer segments want to be reached?

Key partners:



Who are our Key Partners?

Revenue streams:



What is the revenue model? What are the pricing tactics? For what value are our customers willing to pay?

Cost structure:



What are the most important costs in our business model?

Save

5. PARTICIPANTS EVALUATION

STAND UP PITCH

CRITERIAS

The following criteria are to be used as guidelines in evaluating pitches.
Please total all scores at the end of the pitch.

Product (marked out of 25)

Innovation - The uniqueness of the idea
Scalability - Traction thus far and in coming months, possibility to expand into new verticals, new locations.
Quality of Go-to-market Offer

Financials (marked out of 20)

Business/Revenue Model - How the company is making money. Plans for any investment.
Sustainability - Long term efficacy of the product & lifespan.

Team (marked out of 20)

Background - The experience and passion of your team, any advisors/board members/investors involved.
Size and Scope of Founding Team
Entrepreneurial /Technical Background

Potential to Disrupt (marked out of 25)

Solution - The size of the problem being addressed and the effectiveness of the solution.
Market - The target market. Is it lucrative or significant? Is there space or a need for the product/service?
Competitive Advantage - The USP, marketing strategy to gain and retain customers. The position relative to comparable alternatives and competitors.

Quality of Pitch (marked out of 20)

BONUS (marked out of 15, 10 or 5)

+15 –First in Rank
+10 – Second in Rank
+ 5 – Third in Rank

STAND UP PITCH

Scorecard

Judge's Name: _____

Company Name: _____

Bootcamp City: _____

Product:

(marked out of 20)

Team:

(marked out of 20)

Potential to Disrupt:

(marked out of 20)

Quality of Pitch:

(marked out of 20)

Financial:

(marked out of 20)

BONUS SmartXchange

(marked out of 15, 10 OR 5)

Total Score:

OPORTO

Company	Criteria	Value
3D Decide	Product	13,33
	Potencial to Disrupt	11,33
	Financial	9,00
	Team	9,66
	Quality of Pitch	10,00
Alphabet Sphere	Product	12,33
	Potencial to Disrupt	12,00
	Financial	7,33
	Team	13,00
	Quality of Pitch	14,00
Buld too	Product	18,00
	Potencial to Disrupt	13,33
	Financial	7,33
	Team	13,33
	Quality of Pitch	14,00
Explicas.me	Product	16,00
	Potencial to Disrupt	14,00
	Financial	16,00
	Team	14,33
	Quality of Pitch	14,00
HealthXL	Product	17,00
	Potencial to Disrupt	17,00
	Financial	14,33
	Team	12,00
	Quality of Pitch	18,00
Masdima	Product	17,00
	Potencial to Disrupt	16,33
	Financial	14,33
	Team	15,00
	Quality of Pitch	16,00
MUB Cargo	Product	15,66
	Potencial to Disrupt	12,00
	Financial	15,66
	Team	12,00
	Quality of Pitch	11,00
Mythical Technologies	Product	14,33
	Potencial to Disrupt	14,00
	Financial	14,33
	Team	13,00
	Quality of Pitch	11,33
Parli	Product	15,00

Potencial to Disrupt	15,00
Financial	13,33
Team	13,33
Quality of Pitch	16,66

BREST

Company	Criteria	Value
BeABLe	Product	14,66
	Potencial to Disrupt	12,33
	Financial	15,00
	Team	16,33
	Quality of Pitch	15,33
Bequipe	Product	15,66
	Potencial to Disrupt	14,00
	Financial	14,33
	Team	15,66
	Quality of Pitch	15,66
CaptainVet	Product	15,66
	Potencial to Disrupt	15,66
	Financial	12,66
	Team	14,00
	Quality of Pitch	13,33
EKTACOM	Product	16,33
	Potencial to Disrupt	14,33
	Financial	12,66
	Team	12,33
	Quality of Pitch	15,66
E-MEDYS	Product	15,33
	Potencial to Disrupt	15,33
	Financial	14,00
	Team	14,66
	Quality of Pitch	13,33
Indie Up	Product	14,00
	Potencial to Disrupt	13,50
	Financial	11,50
	Team	12,00
	Quality of Pitch	14,50
Le Potager d'à Côté	Product	14,00
	Potencial to Disrupt	15,00
	Financial	10,50
	Team	12,00
	Quality of Pitch	16,00
LiveMarks	Product	12,50

	Potencial to Disrupt	11,50
	Financial	12,00
	Team	11,00
	Quality of Pitch	15,00
OpTeamYZ	Product	13,33
	Potencial to Disrupt	12,33
	Financial	12,00
	Team	13,33
	Quality of Pitch	14,33
PiaLab	Product	15,25
	Potencial to Disrupt	14,75
	Financial	14,00
	Team	14,75
	Quality of Pitch	13,00
Tek Diving	Product	14,66
	Potencial to Disrupt	14,66
	Financial	15,33
	Team	14,66
	Quality of Pitch	16,00
VOXPASS	Product	15,33
	Potencial to Disrupt	14,66
	Financial	15,33
	Team	15,66
	Quality of Pitch	15,66
Yuto	Product	16,00
	Potencial to Disrupt	14,66
	Financial	15,66
	Team	13,66
	Quality of Pitch	17,33

SEVILHA

Company	Criteria	Value
Simply Hosted	Product	14,24
	Potencial to Disrupt	14,75
	Financial	13,75
	Team	15,25
	Quality of Pitch	17,00
Meshmood	Product	11,75
	Potencial to Disrupt	13,50
	Financial	12,25
	Team	14,75
	Quality of Pitch	17,00
eLearningFácil	Product	12,25

	Potencial to Disrupt	11,75
	Financial	10,00
	Team	7,75
	Quality of Pitch	11,50
DSS Network	Product	12,75
	Potencial to Disrupt	12,50
	Financial	14,50
	Team	16,25
	Quality of Pitch	15,25
mykeys.today	Product	15,75
	Potencial to Disrupt	15,00
	Financial	13,75
	Team	14,00
	Quality of Pitch	13,00
SleepControl	Product	14,25
	Potencial to Disrupt	15,00
	Financial	12,00
	Team	14,25
	Quality of Pitch	11,00
Healthy Blue Bits	Product	15,25
	Potencial to Disrupt	12,25
	Financial	15,00
	Team	11,25
	Quality of Pitch	14,75
Vestigia	Product	15,75
	Potencial to Disrupt	16,25
	Financial	15,00
	Team	16,00
	Quality of Pitch	15,25

CORK

Company	Criteria	Value
SMART ROUTES	Product	14,00
	Potencial to Disrupt	11,66
	Financial	11,33
	Team	12,33
	Quality of Pitch	13,66
Buymedia	Product	14,00
	Potencial to Disrupt	15,33
	Financial	15,00
	Team	10,66
	Quality of Pitch	16,33
EviView	Product	14,66

	Potencial to Disrupt	13,66
	Financial	12,00
	Team	12,00
	Quality of Pitch	13,00
OnTheQT	Product	14,33
	Potencial to Disrupt	12,00
	Financial	12,33
	Team	13,00
	Quality of Pitch	15,33
OMKO	Product	14,33
	Potencial to Disrupt	15,00
	Financial	14,66
	Team	16,66
	Quality of Pitch	16,00
Exceedence	Product	16,33
	Potencial to Disrupt	16,33
	Financial	15,33
	Team	15,33
	Quality of Pitch	17,66
The Beauty Budy	Product	14,66
	Potencial to Disrupt	15,33
	Financial	16,33
	Team	16,66
	Quality of Pitch	17,00
Showwork	Product	16,33
	Potencial to Disrupt	17,00
	Financial	16,66
	Team	16,00
	Quality of Pitch	18,00
Trustap	Product	15,66
	Potencial to Disrupt	16,66
	Financial	16,00
	Team	16,66
	Quality of Pitch	16,66
Spearline Risk and Compliance	Product	15,00
	Potencial to Disrupt	13,50
	Financial	17,00
	Team	16,00
	Quality of Pitch	17,00
Shopless	Product	14,66
	Potencial to Disrupt	14,00
	Financial	14,66
	Team	15,00
	Quality of Pitch	16,33

DERRY

The evaluation and feedback were done directly with the participants. It was not used the Juri Criteria as used in other bootcamps.

6. BOOTCAMPS EVALUATION

Metodology

To collect participants feedback, it was used the follow questions:

What worked well?

What could be better?

What have you learnt?

What will you do know and What support will you need?

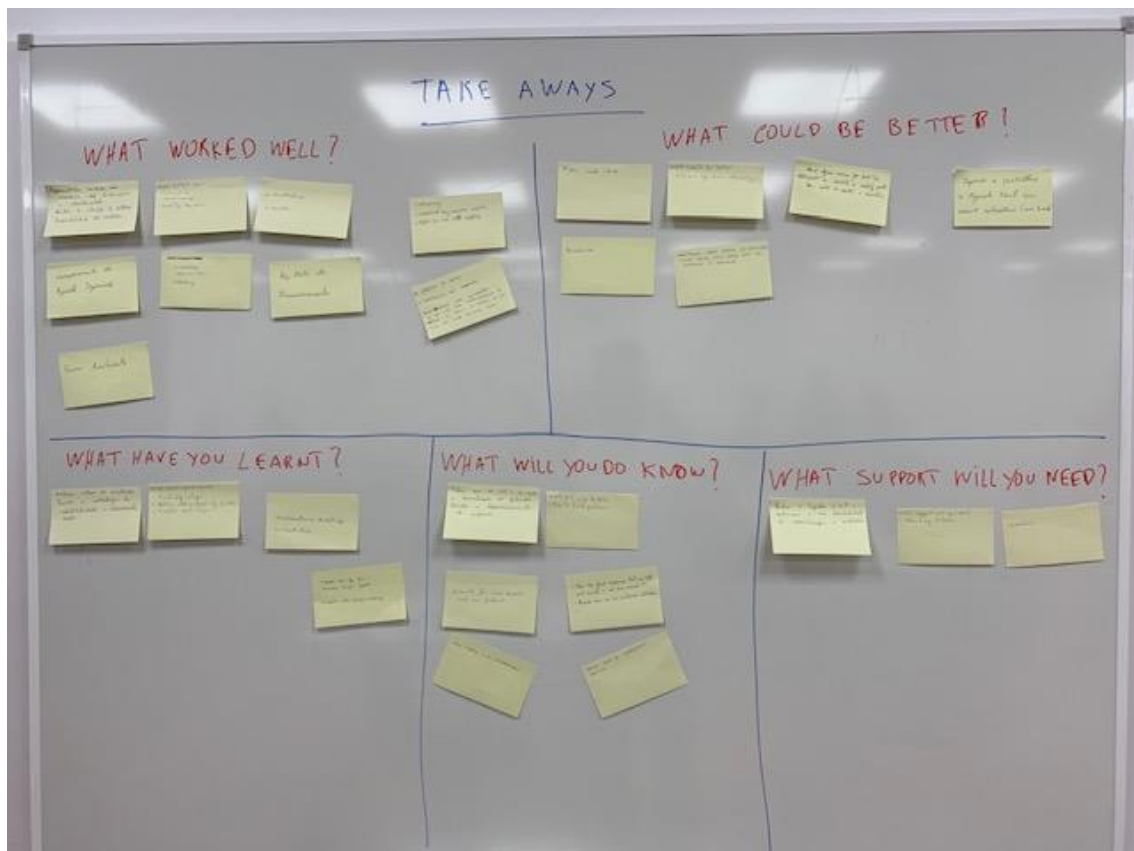


Figura 7 - Take aways board

Each participant could type in a post-it his opinion and glue it to the board.

Take away evaluation

- What worked well?
 - The schedule of the event;
 - The mentor's expertise;
 - SmartXchange platform;
 - The opportunity to detail the business plan;

- Networking;
 - Tools to understand better the key business aspects;
 - Opportunity to improve and test pitch quality;
 - Keynote of fundings;
 - Networking;
 - Keynote sessions;
 - Interactions with SmartXchange;
 - The quality of the Keynotes;
 - Keynotes clear and creative;
 - Ability to maintain the focus of the participants;
 - Availability and accessibility of the mentors;
 - Good energy and environment.
- What could be better?
 - The first day could be more quiet;
 - Pecha Kucha presentations;
 - Address the internationalization theme – explain more;
 - SmartXchange only based on speculation. Maybe associate some extra factors to differentiate each organization;
 - There was some inertia on participants behaviour, in order to take advantage of the meeting points. This initiative could start from mentors;
 - Define and share the final agenda early.
- What have you learnt?
 - Import tips for the business model canvas;
 - Work with SmartXchange tool;
 - International Marketing;
 - Negotiation;
 - Funding steps;
 - Better understanding of BMC;
 - Better results analyse;
 - Think about the internationalization;

- What will do you know?
 - Apply some knowledge in practice;
 - Take the first customer that we had and build a use case around it;
 - Remake how we see the customer relationship;
 - Try to find partners;
 - Search for new markets and new partners;
 - Keep Working in the internationalization.

- What support will you need?
 - Attracting partners;
 - Networking;
 - Keep connections with universities and the networking.