

OUTLINE

MARKET READINESS PROGRAM

NOM 4th EDITION

WEEK 1 (in-person)
Tuesday 4th of April
13.00 – 17.00 hrs

Market types
Introduce yourself, get an idea of the working method during the programme and determine your market and market potential.

WEEK 2 (Digital)
Tuesday 11th of April
13.00 – 15.30 hrs

Customer problem
Share your progress with the group, gain insight into the earlyvangelist, the different customer types and the customer problem.

WEEK 3 (in-person)
Tuesday 18th of April
13.00 – 16.00 hrs

Problem validation
Share your progress with the group, describe your problem statement and validate it through customer interviews.

WEEK 4 (in-person)
Tuesday 2nd of May
13.00 – 16.00 hrs

Solution
Share your progress with the group, gain insight into the different value propositions. Test your solution through customer interviews.

WEEK 5 (digital)
Tuesday 9th of May
13.00 – 15.30 hrs

Solution validation
Share your insights with the group and determine if you have found your earlyvangelist and validated your solution.

WEEK 6 (In-person)
Tuesday 16th of May
13.00 – 16.00 hrs

Pricing and business model
Gain insight into types of pricing and determine the selling price of your solution. Test your pricing through customer interviews

WEEK 7 (digital)
Tuesday 30th of May
13.00 – 15.30 hrs

Return on Investment
Share your progress with the group, translate the value proposition into euros. What is the business case for your customer?

WEEK 8 (In-person)
Tuesday 6th of June
13.00 – 16.00 hrs

Sales process & commitment
Translate the buying process of your customer into a sales process. Define the frontstage of your businessmodel and test it through customer interviews. The goal is commitment from your first customers.

WEEK 9 (digital)
Tuesday 13th of June
13.00 – 15.30 hrs

Pitchtraining
Master the art of presenting. Learn about crafting a compelling story, a memorable presentation and get an idea of the do's and don'ts in pitching. Practice your pitch in a safe environment and receive feedback from the group.

WEEK 10 (In person)
Tuesday 20th of June
13.00 – 17.00 hrs

Final: Roadmap presentations
Final 10 minute pitch that covers of the learnings of the program and your roadmap for the next 100 days.