



Incubator Curriculum: Foundational Course



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Objective

The 6-week program will introduce companies to methods and strategies that facilitate reaching problem-solution-fit faster. The program will support companies with their business model, market plan, promotion and pricing strategy.

After the program, the participants are well-equipped for further growth.

6 weeks foundational program – structure

What to expect:

- ⚡ For 6 weeks we will cover several topics related to business growth and start-up challenges
 - ⚡ Hands-on experience with tools/methods to grow business step-by-step
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- Time commitments: 3 hours of seminar every week.
 - Additional mentoring: 6 hours per company dedicated mentoring.
 - Format: Online, PowerPoint templates will be provided for the exercises. Seminars will be recorded and shared afterwards with all the participants.
 - When: Seminars start from (week 9) 28th February and conclude in (week 15) Demo day on 13th April 2023.
 - *Note:* The seminar topics are subject to change according to participants' needs.

Meet the mentors



Mikael Melitshenko

- ⚡ BSc Business Adm and Marketing
- ⚡ Startup Mentor
- ⚡ Board work
- ⚡ Incubator management



Tom Vito

- ⚡ BSc Engineering
- ⚡ MM in Innovation, IT and Strat. Management
- ⚡ Corporate Management
- ⚡ Founder
- ⚡ Startup Growth
- ⚡ Startup Mentoring



Ørjan Rolness

- ⚡ MSc Business Administration and Finance
- ⚡ Management Consulting
- ⚡ Startup Management
- ⚡ Startup Mentoring

Seminar 1 (Week 1)

Welcome and meet
your Peers

Date: 28th February 2023

Time: 9 am – 12 pm CET

Link: Will be shared separately



1. Welcome and meet your Peers

1. Kick-off and introduction to the program
2. Introduction to Program mentors
3. Program Tools
4. Meet your Peers
 - ⚡ Presentation of each participant
 - ⚡ Where are you at right now in your business/market niche?
5. Startup/Scaleup Life Cycle
 - ⚡ What is the difference between Minimum Viable Product, Problem/Solution fit and Product/Market fit? And why is this important for my Startup/Scaleup?

Seminar 2 (Week 2)

Validating your Concept

Date: 9th March 2023

Time: 9 am – 12 pm CET

Link: Will be shared separately



2. Validating your Concept

Topics covered:

1. Value Proposition

- ⚡ It is crucial for startups and more mature companies to be specific on what customer problems they solve.

2. Customer Persona

- ⚡ Business is always done between people. There is always a person that at the end of the day makes the decision to purchase a product or not. How can you create a Persona of this person to get to know the customer better?

3. Common Pitfalls – 10 reasons why companies fail

- ⚡ In this session we present 10 pitfalls that startups tend to fall in. Concrete Do's and Dont's.
- ⚡ Peer Discussion: What are your experiences?

Seminar 3 (Week 3)

Market plan

Date: 16th March 2023

Time: 9 am – 12 am CET

Link: Will be shared separately

3. Market plan

1. Go To Market Strategy – Market Segmentation

- ⚡ For Startups launching their solution and Scaleups looking to expand in to new markets.
- ⚡ How do you divide the market into smaller comprehensible segments?
- ⚡ How do I choose the market to address first?

2. Beachhead Market

- ⚡ How do you select the first or next market to address?

3. Total Addressable Market (TAM)

- ⚡ And is this market big enough?

4. Full Life Cycle Use Case

- ⚡ How can you visualize how your personas will learn, acquire, use, get value and pay for your product?

5. 10 Next Customers

- ⚡ You have already defined the customer Persona. Now it is time to identify the next potential customers to address.



Seminar 4 (Week 4)

Promoting and Pricing

Date: 23rd March 2023

Time: 9 am – 12 pm CET

Link: Will be shared separately



Promoting and Pricing

1. How to present your company

- ⚡ A session describing how you present your company to stakeholders (customers, investors, funding organizations, etc).

2. High-Level Product Specification

- ⚡ Focusing on the benefits of your solution, how do you create a visual presentation of your company?
- ⚡ A practical exercise where you produce a 2 page brochure

3. Pricing Strategy

- ⚡ We go through all the necessary topics for you to set a thorough pricing strategy.

4. Competitor Analysis

- ⚡ This session makes you look at your product versus your Persona's alternative options, through the lens of the Persona's top priorities.

Seminar 5 (Week 5)

Revenue- and Business Modeling

Date: 30th March 2023

Time: 9 am – 12 pm CET

Link: Will be shared separately



Revenue- and Business Modeling

1. Lean Business Model Canvas

- ⚡ Now you have all of the elements from the previous steps to make an informed decision on your Business Model and Revenue Model.
- ⚡ This is a comprehensive workshop on different business- and revenue models, with theoretical background and explanatory examples.
- ⚡ Finally we do a walk through of the Lean Canvas of Business modelling, where we put everything we have learnt so far together.

2. Guest Speaker (To Be Announced)



Seminar 6 (Week 6)

Demo Day and Final Thoughts

Date: 13th April 2023

Time: 9 am – 12 pm CET

Link: Will be shared soon



Demo Day and Final Thoughts

1. Demo day

- ⚡ As a final exam the participants will all do a company presentation. Here you will use all the knowledge you have gained during and between the previous five seminars and present them in the format you were taught in Seminar 3.
- ⚡ The Pitch will be presented to your peers and a Pitch Contest Winner will be selected. So it is not only about the knowledge the participants have gained and the potential of the business. It is also about how you present your business.

2. Final thoughts & next steps

3. Guest Speaker (To Be Announced)

Sanket Puranik



Smart Innovation Norway

Incubator manager & Work Package lead – SESA

Responsible for planning and managing SESA incubator. Point of contact for all the activities related to the incubator including mentoring.

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Thank you!

