

OUTLINE

MARKET READINESS PROGRAM

NOM 2^e EDITION

WEEK 1 (digital)

Tuesday 22 February
13.00 – 16.00 hrs

Market

Introduce yourself and get to know the other entrepreneurs, get an idea of the working method during the programme and determine your market and market potential.

WEEK 2 (one-on-one)

Tuesday 1st of March
Time to be confirmed

Customer problem

Meet your personal coach, gain insight into the earlyvangelist, the different customer types and the customer problem.

WEEK 3 (digital)

Tuesday 8th of March
13.00 – 15.30 hrs

Problem validation

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

WEEK 4 (digital)

Tuesday 15th of March
13.00 – 15.30 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 22nd of March
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 (digital)

Tuesday 29nd of March
13.00 – 15.30 hrs

Pricing

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

WEEK 7 (digital)

Tuesday 5th of April
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 (digital)

Tuesday 12th of April
13.00 – 15.30 hrs

Sales process

Translate the buying process of your customer into a sales process. Validate this sales process through customer interviews

WEEK 9 (one-on-one)

Tuesday 19th of April
Time to be confirmed

Commitment

Define the frontstage of your businessmodel and test it through customer interviews. The goal is commitment from your first customers.

WEEK 10 (In person)

Tuesday 26th of April
13.00 – 15.30 hrs

Roadmap

You will share your roadmap for the next 100 days. And evaluate the learning from the program with your peers.