



**Atlantic
Digital
Startup
Academy**

SUPPORTING DIGITAL STARTUPS WITH THEIR VALUE PROPOSITION DESIGN & VALIDATION

AN ONLINE CAPACITY BUILDING PROGRAMME FOR “BUSINESS SUPPORT PROFESSIONALS”

OBJECTIVE

Imagine that you need to support a DIGITAL STARTUP, to design and prove their VALUE PROPOSITION, where would you start?, what procedure would you follow?

By participating in this programme, you would learn:

- 1) Identifying key steps in the value proposition validation
- 2) Designing value proposition
- 3) Testing value proposition hypothesis
- 4) Practicing with tools for start-ups mentoring

CONTENT

WEBINAR 1 Tuesday 14th April (10.00 am CET) – 60’

- The mentoring process for digital start-ups. Tools and mindset.
- The lean start-up process.
- Business Design. Value proposition canvas.

WEBINAR 2 Tuesday 21th April (10.00 am CET) – 60’

- Hypothesis definition and prioritization.
- Value proposition validation. Problem – solution fit.
- Problem interview. Insights.

WEBINAR 3 Tuesday 28th April (10 am CET) – 60’

- The lean start-up cycle: Build – Measure – Learn.
- Prototyping low fidelity solutions.
- Testing solutions. Metrics.
- Case presentation to students.

Home work Study Case

- Students must complete the Case and send their solutions via email.

WEBINAR 4 Tuesday 5th May 2020 (10.00 am CET) – 60’

Learning review

- Case discussion
- Key learnings
- Q&A about mentoring process

SPEAKERS

- Senior consultant and Innovation expert by European Commission in KIC Programmes and SME Instrument.
- Senior consultant. Innovation facilitator. Job experience in Google USA and digital start-ups in Silicon Valley, as CMO

COMPETENCES THAT YOU WILL BE ABLE TO DEVELOP:

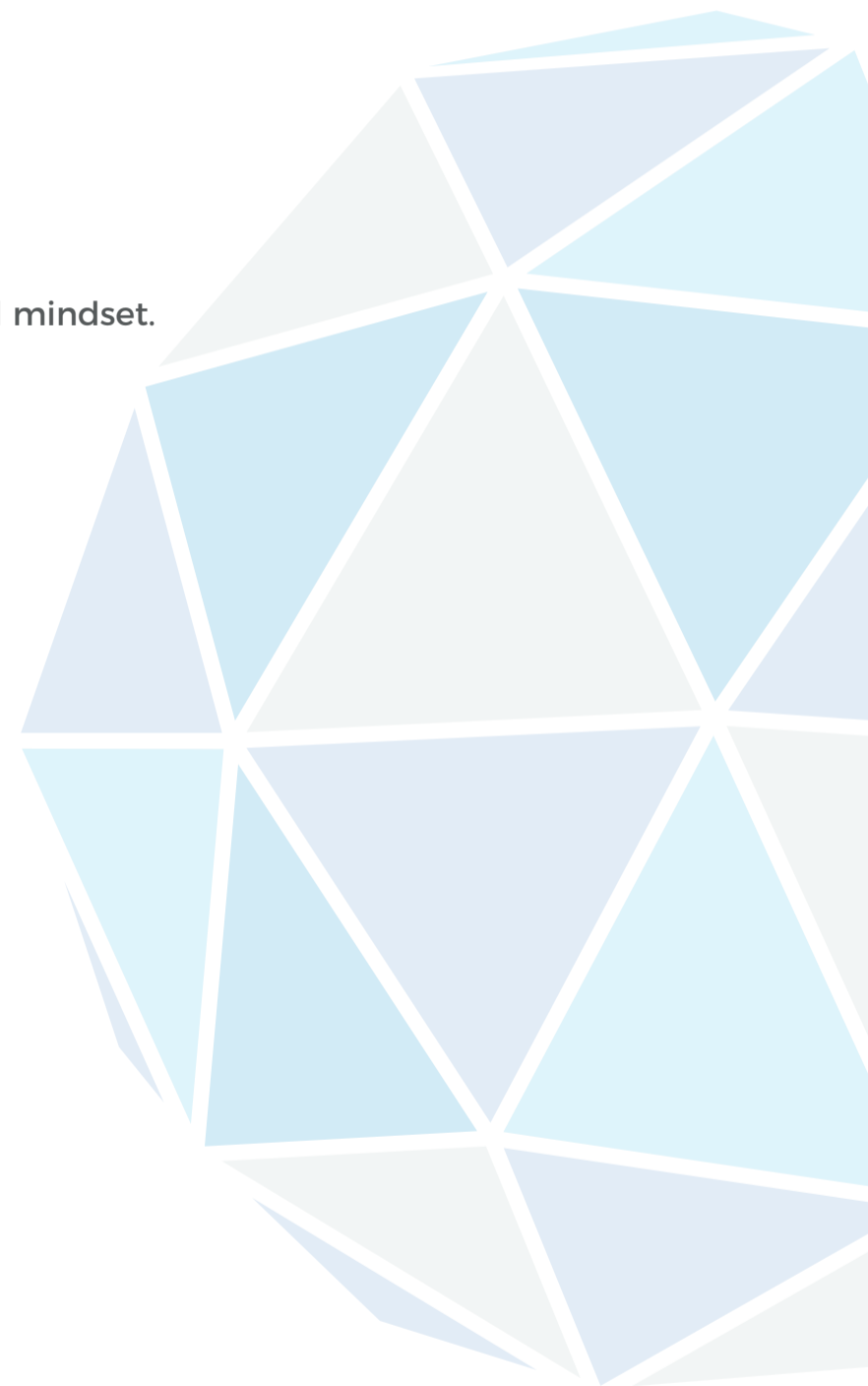
- 1) Value proposition design
- 2) Value proposition validation
- 3) Mentoring process and mindset

WHO IS IT FOR?

Professionals supporting businesses, willing to improve their capacity to support DIGITAL STARTUPS:

- Business Support organizations (public and private)
- Professionals from Business Accelerators, Incubators...
- Business Mentors
- Freelance supporting startups and businesses

From Spain, France, Portugal, United Kingdom and Ireland



REGISTRATIONS

<https://forms.gle/da1HMY2wpYCM3M9M6>