



CEED GO-TO-MARKET

Accelerate your product launch and correct your course before it is too late

“It doesn't matter whether you are a small startup with very limited resources or a big company planning a break-out from your traditional business – if you are not launching your product in a lean and agile way, you are risking too much.”



Jugoslav Petković,
Yougovc,
Slovenia/USA

“Your product and business are constantly challenged “torn to pieces” but at the end of the program, all comes together and you have a clearer picture of your Go To Market strategy.”



Simon Golob,
Cetis, Slovenia

CEED Go-To-Market is a jump-start program for new product initiatives that begins where most books stop and drives you to immediately apply and execute during the one-week “sprint” of each module. It is designed to suit product owners/managers in established companies as well as entrepreneurs whose products are focused on global markets and high growth aspiration.

→ PROGRAM WILL:

- Challenge your existing business model.
- Help you to better define your product.
- Identify your market position and create a strategy for market validation and sales.
- Define your next steps and be prepared for chartering your future on your own, with Top VCs, Startup-accelerators, and international entrepreneurs.

→ PROGRAM OFFERS:

- **7 hands-on workshops** with different internationally proven entrepreneurs and experts, who will cover the main aspects of the product discovery and validation process, go-to-market strategy and product management.
- **1:1 feedback and challenge** by an even larger set of entrepreneurs, potential customers and investors who will give you valuable feedback on your business model and market strategy.
- **Expanding your local and international business and investor network.**

PARTNER



SCHOLARSHIPS

CEED is awarding **scholarships** to the best startup teams!
Contact us for more information.

PROGRAM PRESENTATION

We invite you to an individual introductory meeting.

Please contact Tevž Korent at:
tevz.korent@ceed-slovenia.org or
+386 (0) 51 307 548

CEED GO-TO-MARKET PROGRAM

Present your product & business idea



- Get to know the group.
- Get first feedback on your business & pitch.
- How to deliver the right message to the right audience?

Product-Market Fit



- Introduction to the concepts of the modern iterative product development.
- Initial key components of go-to-market strategy and business plan.
- Concept of the business pivot and alternative paths to success.
- Review of the participant's product and business model.

Minimum Viable Product (MVP) & customer interviews



- How to think about MVPs in respect of markets conditions and development stage of the product.
- Defining yours MVP and what to do with development that is beyond MVP? What to do with product features that customer are unwilling to pay for?
- How to do customer interviews and identify what customers are willing to pay for.

Minimum Viable Segment (MVS) & Business models



- Market potential (Total Addressable Market) vs. MVS and defining my MVS.
- Initial strategy to identify and reach customers.
- Why positioning is important in a global market and what is my value proposition.
- How to identify and test right business model.

Launching your product and initial sales



- How do you get your first 3 customers and your 10% of customers and how do you engage your customer?
- What is important for Initial marketing?
- Feedback on your business from Slovenian entrepreneurs and investors.

Financing growth (for entrepreneurs)



- Different forms of funding and what funders expect from you (strategic vs. financial).
- What is best for my team and product?

Internal Start-up & Organizing my team (for entrepreneurs)



- Intrapreneurs/Product managers: Working with executive "sponsors/investors" and other departments in the company.
- What form of internal start up is best for your company?

Do I have a product & what are my next steps?



- Feedback on your business from international entrepreneurs and investors.

LECTURERS



Jugoslav Petković

Yougovc, Slovenia/USA
Co-founder of mimovrste- & Dlabs. Today he is an angel investor and helps Slovene startups in the USA.



Jim Connor

Sand Hill Angels, USA
Entrepreneur turned angel investor. Serves in the Board of Directors at Sand Hill Angels. Silicon Valley & invests in early stage companies.



Matt Mayfield

Teleka, USA/Slovenia
Salesman with global experience working with U.S. companies, in Slovenia was director of sales at Hermes Softlab and is board member at Datalab.



Boštjan Bregar

Marg, Slovenia/UK
Co-owner and CEO of Marg, who received investment from British venture fund Notion Capital for BCSocial, a business social collaboration platform.



Jaka Levstek

Dlabs, Slovenia/UK
CEO of agile development shop, which serves as brain & muscle to help startups launch their products.



Gregor Smrekar

Celtra, Slovenia
Senior VP Engineering at Celtra. Previously held key management positions in Hermes Softlab & Comtrade.



Tilen Travnik

Dlabs, Slovenia
Scrum master that spearheaded the agile movement in Slovenia. He frequently advises big companies on implementing agile methods.



Jerry Colonna

USA
Mentor, coach and investor to early stage technology-related startups (Twitter, Gamesville, Lycos, Zemanta).



Max Gurvits

Eleven, Bulgaria
Co-founder of accelerator Eleven. In 2013 he joined as a partner in Teres Capital, VC for Southeast Europe. Max offers big support to the startup ecosystem in the region.



Rupesh Chatwani

EBRD, UK
Rupesh is a technology VC at the EBRD and has been working with fast-growing European technology companies since 1999.



Mihael Mikek

Celtra, Slovenia/USA
Founder and CEO of Celtra, leading mobile advertising vendor in the USA expanding globally. Celtra has received VC funding in the USA & Slovenia.