

Scaling a Business

Nov 26th – Dec 2nd 2016

Sat Nov 26 th	Day 1: The Basics, Challenges, Negotiating	Where
8:30 – 9:00	Meet, greet and coffee	CA243, Cairnes building, NUI Galway
9:00 – 9:45	The Basics Goals and Deliverables Welcome and Introduction – personal introduction with all attendees and their backgrounds	CA243
9:45 – 10:30	Understanding your business, & Company challenges Concise elevator pitch for each company Each attendee/company presents their elevator pitch, value proposition, 1-minute customer sales pitch. These may be recorded to embarrass the innocent.	CA243
10:30 – 11:00	Coffee break	Friars Restaurant
11:00 – 12:00	Business Model Canvas intro & assignment	CA243
12:00 – 1:00	Negotiation skills for Scaling	CA243
1:00 – 1:30	Lunch & Networking	Friars Restaurant
1:30 – 4	Negotiation skills for Scaling	CA243
4:00 – 5:00	Wrap-up day 1 & overview of day 2 For tomorrow: Complete Business Model Canvas, and read Deutsch & Wortman, 'Entrepreneurial Selling' Koch, 'Portrait of the CEO as Salesman'	CA243

Sun Nov 27 th	Day 2: Fundraising, Financials, & Entrepreneurial Selling	Where
8:00 – 11:00	Fundraising, Financials and Working Capital Understand investment models, financing for scale, pitching for funds	CA243
11:00 – 11:30	Coffee break	CA243
11:30 – 1:00	Venture Capital, Angel investment	CA243
1:00 – 1:30	Lunch & Networking	CA243
1:30 – 3:00	Entrepreneurial Selling Business Model Canvas, Reframing, Sales Funnel Company challenges – discussion of the issues raised yesterday morning	CA243
3:00 – 4:45	Business Model Canvas	CA243
4:45 – 5:00	Wrap-up day 2 & overview of day 3 For tomorrow: Read the Cranium Case, & be prepared to discuss questions	CA243

Mon Nov 28 th	Day 3: Culture and Scaling	Where
8:00 – 10:30	Corporate culture, Creating a sales culture Reframing sales, distribution, marketing Defining the value proposition for the customer Defining the value proposition for the investor Case discussion: Cranium	CA243
10:30 – 11:00	Coffee break	Friars Restaurant
11:00 – 12:00	Management scaling challenges Sales and listening Aligning incentives in the organisation; culture shift	CA243
12:00 – 1:00	1:1 sessions	CA243

Tues Nov 29 th	Day 4: Channels, Marketing and Distribution	Where
8:00 – 10:30	Scaling: channels, marketing, distribution, and selling For tomorrow: Read the TiVo Case	CA243
10:30 – 11:00	Coffee break	Friars Restaurant
11:00 – 12:00	The Sales Toolkit	CA243
12:00 – 1:00	The pitch – first drafts	CA243
2:00 – 3:00	1:1 sessions (optional)	CA243

Wed Nov 30th	Day 5: Strategy Development for Scaling	Where
8:00 – 10:30	Developing a strategy & innovating for scaling	CA243
10:30 – 11:00	Coffee break	Friars Restaurant
11:00 – 12:00	The pitch – second drafts	CA243
12:00 – 1:00	TiVo Case	CA243
2:00 – 3:00	1:1 sessions (optional)	CA243

Thu Dec 1st	Day 6: Developing Networks and Mentors	Where
8:00 – 9:00	Troops from the Trenches Building a network of complements for scaling Panel: War stories and scaling lessons	CA243
9:00 – 10:30	Pitching	CA243
10:30 – 11:00	Coffee break	Friars Restaurant
11:00 – 12:00	Pitching	CA243
12:00 – 1:00	Defining the path forward – 90 day and 1 year goals	CA243
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6:00	3-min pitches at the Portershed	Portershed

Fri Dec 2nd	Day 7: Demo Day	Where
8:00 – 10:30	Pitching to invited guests	CA243
10:30 – 11:00	Coffee break	Friars Restaurant
11:00 – 12:00	Pitching	CA243
12:00 – 1:00	Course wrap-up	CA243

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