

INTERNATIONAL ACCELERATOR PROGRAMME

4 LEARNING SPRINTS (PARTS)

PART 1: SCALING A HIGH- GROWTH TECH COMPANY	PART 2: INTERNATIONAL EXPANSION (UK, US, CANADA)	PART 3: OPERATIONS TO SCALE UP	PART 4: FUNDRAISING
<p>Part 1 will cover:</p> <ul style="list-style-type: none"> • Introduction and Programme goals, modus operandi, Entrepreneurs in Residence (EIRs) and experts • Key traits of successful tech companies • Growth vs scaling: What's the difference and why does it matter? • Scaling a hi-growth tech company-setting the stage to enable and support scaleup • Scaleup opportunities, key challenges and how to manage them early on • Developing a growth mindset to think bigger and move faster • Your company's SWOT related to scaleup and international expansion • Developing/executing a scaleup strategy • The holy grail of selling (incl. internationally) • Building networks (as a woman tech leader) • Navigating women tech leader challenges, e.g. leadership, communication &, networking • Lessons learned from successful (female and male) tech entrepreneurs 	<p>Part 2 will cover:</p> <p><u>Preparing for & entering new markets</u></p> <ul style="list-style-type: none"> • When are you ready for international expansion? • Researching market opportunities in new markets and market validation • Developing and executing an international expansion strategy • Adapting your product, business model and pricing for new markets • Developing the right go-to market strategy for international markets • Entering new markets and validating success • International sales, sales and negotiation strategies • Cultural differences in doing business in the EU/UK/US/Canada <p><u>Legal/Tax</u></p> <ul style="list-style-type: none"> • Understanding local regulations (contracts, incorporation, IP, immigration law), Freedom to operate (FTO) • M&A 	<p>Part 3 will cover:</p> <p><u>People</u></p> <ul style="list-style-type: none"> • Helping YOU become an international leader • Building and developing a 'scaleup' team • Leading a team across markets and locations • Dealing with country /company cultures • Leading a diverse & inclusive business • Leading & building a future-proven business • The human factor (avoiding burnout, people as a limitation to growth) <p><u>Organisation</u></p> <ul style="list-style-type: none"> • What organisation (structures) do you need to deliver your (international) scaleup strategy? <p><u>Processes</u></p> <ul style="list-style-type: none"> • Operating across markets • Not enough to have a product that scales – you need scalable processes too • The financial costs of growth and scale, how to plan and manage • How to track your success? <p><u>Technology</u></p> <ul style="list-style-type: none"> • Tools to make your scaleup easier 	<p>Part 4 will cover:</p> <ul style="list-style-type: none"> • Getting ready for growth stage (international) investment • What does it take to raise (international) growth/VC money? • The due diligence process • Company valuation • Investors' expectations • Sources of funding • How to construct a pitch to international/UK/US/Canadian investors • Pitch production • Pitch practice MASTERCLASS • Pitch practice – live