



**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 • 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 • Navigating women tech leader challenges • Building and developing a 'scaleup' team • Leading a team across markets and locations • Dealing with country /company cultures • 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

PROGRAMME BUILDING BLOCKS: Dynamic, interactive programme, delivered by top-notch national and international Entrepreneurs in Residence (EiRs), partners, experts and investors through:

- Interactive workshops, masterclasses, case studies and coaching
- Peer-to-peer groups
- Demo days, pitch and networking events in Denmark and internationally
- Access to potential clients, partners, experts, investors, peers and networks across Tech Nordic Advocates' Global Tech Advocates' global tech/startup ecosystem, spanning 22 global tech hubs and 22000 tech leaders
- Introduction to Danish and international investors (see Module 3 also), contacts and networks
- Collaboration with international embassies, partners and accelerators
- Trade missions (e.g. UK, US, Canada) - to be confirmed
- Tech Nordic Advocates' global women-in-tech community platform