

PLANNING

MARKET READINESS PROGRAM

NOM 6TH EDITION

WEEK 1

TUESDAY 12 MAR
9:30 - 13:30 HRS

KICKOFF, BUSINESS MODEL AND MARKET TYPES

INTRODUCE YOURSELF TO THE OTHER ENTREPRENEURS AND GET TO KNOW EACH OTHER. LEARN MORE ABOUT OUR METHOD, THE STARTUP FRAMEWORK, THE BUILDING BLOCK FOR THE NEXT 10 WEEKS AND DETERMINE YOUR MARKET POTENTIAL.

Location: Kancelarij Leeuwarden, lunch included

Trainer: Gritd

WEEK 2

TUESDAY 19 MAR
9:30 - 12:00 HRS

CUSTOMER PROBLEM

WHO IS YOUR EARLYVANGELIST AND WHAT IS THEIR SPECIFIC NEED? WE LEARN YOU MORE ABOUT THE EARLYVANGELIST, THE DIFFERENT CUSTOMER TYPES AND HOW TO GET INSIGHTS INTO THE REAL CUSTOMER PROBLEM.

Location: Online

Trainer: Gritd

WEEK 3

TUESDAY 26 MAR
9:30 - 12:00 HRS

PROBLEM VALIDATION

WE TRANSLATE THE INSIGHTS FROM THE CUSTOMER INTERVIEWS INTO A PROBLEM STATEMENT. THEN WE VALIDATE AGAIN. WE LEARN YOU HOW TO DO THIS IN THE MOST EFFECTIVE WAY.

Location: Feithuis, Groningen

Trainer: NOM

WEEK 4

TUESDAY 9 APR
9:30 - 12:00 HRS

SOLUTION & SOLUTION VALIDATION

GAIN INSIGHT INTO THE DIFFERENT VALUE PROPOSITIONS. NEXT STEP: HOW CAN YOU TEST YOUR SOLUTION AND MEASURE THE BEHAVIOR OF YOUR EARLYVANGELIST? ARE THEY REALLY INTO YOUR SOLUTION?

Location: Feithuis, Groningen

Trainer: NOM

WEEK 5

TUESDAY 16 APR
9:30 - 12:00 HRS

RAPID PROTOTYPING

CREATE A PROTOTYPE FOR YOUR PRODUCT OR SERVICE AND LEARN HOW TO TEST IT DIRECTLY WITH POTENTIAL CUSTOMERS

Location: T.B.A.

Trainer: T.B.A.

WEEK 6

TUESDAY 23 APR
9:30 - 12:00 HRS

PRICING AND BUSINESS MODEL

GAIN INSIGHT INTO TYPES OF PRICING AND DETERMINE THE SELLING PRICE OF YOUR SOLUTION. TEST YOUR PRICING THROUGH CUSTOMER INTERVIEWS.

Locatie: Kancelarij, Leeuwarden

Trainer: NOM

WEEK 7

TUESDAY 7 MAY
9:30 - 12:00 HRS

RETURN ON INVESTMENT

TRANSLATE THE VALUE PROPOSITION INTO EUROS AND DISCOVER THE BUSINESS CASE FOR YOUR CUSTOMER.

Location: Feithuis, Groningen

Trainer: NOM

WEEK 8

TUESDAY 14 MAY
9:30 - 12:00 HRS

SALES PROCESS AND COMMITMENT

HOW CAN YOU TRANSLATE YOUR CUSTOMERS BUYING PROCESS INTO A SALES AND DELIVERY PROCESS? THE GOAL IS COMMITMENT FROM YOUR FIRST CUSTOMERS.

Location: Feithuis, Groningen

Trainer: NOM

WEEK 9

TUESDAY 21 MAY
9:30 - 12:00 HRS

HOW NOT TO FAIL AT MARKETING

LEVEL UP YOUR MARKETING AND LEARN ABOUT THE SECRETS OF SUCCESSFUL BRANDING, MARKETING AND STORYTELLING. LEARN HOW TO CREATE A GOOD MARKETING STRATEGY IN LESS THAN 60 MINUTES AND HOW TO CREATE STORIES FOR € 100 OR LESS.

Location: Feithuis, Groningen

Trainer: T.B.A.

WEEK 10

TUESDAY 28 MAY
9:30 - 13:30 HRS

FINAL: ROADMAP PRESENTATIONS

FINAL 10 MINUTE PITCH THAT COVERS ALL OF THE LEARNINGS FROM THE PROGRAM AND YOUR ROADMAP FOR THE NEXT 100 DAYS.

Location: T.B.A.

Trainer: NOM