

# PLANNING

# MARKET READINESS

# PROGRAM

## NOM 3<sup>th</sup> EDITION

**WEEK 1 (physical)**  
Tuesday 27th Sept  
13.00 – 16.30 hrs

**Market**  
Introduce yourself and get to know the other entrepreneurs, get an idea of the working method during the programme and determine your market and market potential.

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**WEEK 2 (digital)**  
Tuesday 4th of Oct  
13.00 – 15.30 hrs

**Customer problem**  
Gain insight into the earlyvangelist, the different customer types and the customer problem.

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**WEEK 3 (physical)**  
Tuesday 11th of Oct  
13.00 – 15.30 hrs

**Problem validation**  
Share your progress with the group, describe your problem statement and validate it through customer interviews.

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**WEEK 4 (digital)**  
Tuesday 18th of Oct  
13.00 – 15.30 hrs

**Solution**  
Share your progress with the group, gain insight into the different value propositions. Test your solution through customer interviews.

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**WEEK 5 (physical)**  
Tuesday 25th of Oct  
13.00 – 15.30 hrs

**Solution validation**  
Share your insights with the group and determine if you have found your earlyvangelist and validated your solution.

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**WEEK 6 (digital)**  
Tuesday 1st of Nov  
13.00 – 15.30 hrs

**Pricing**  
Gain insight into types of pricing and determine the selling price of your solution. Test your pricing through customer interviews

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**WEEK 7 (physical)**  
Tuesday 8th of Nov  
13.00 – 15.30 hrs

**Return on investment**  
Share your progress with the group, translate the value proposition into euros. What is the business case for your customer?

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**WEEK 8 (digital)**  
Tuesday 15th of Nov  
13.00 – 15.30 hrs

**Sales process & commitment**  
Translate the buying process of your customer into a sales process. Validate this sales process through customer interviews

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**WEEK 9**  
Preparation week

**Finetune commitment**  
Finetune client commitment, discuss with your coach during your one-to-one session and prepare your final presentation for week 10 together with your coach.

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**WEEK 10 (physical)**  
Tuesday 29th of Nov  
13.00 – 16.00 hrs

**Finals**  
Final presentation. You will share your roadmap for the next 100 days. And evaluate the learning from the program with your peers.