

THE SMART START-UP

SIX Modules Package

Albanian Innovation Accelerator

THE PROGRAMME DESIGN OVERVIEW

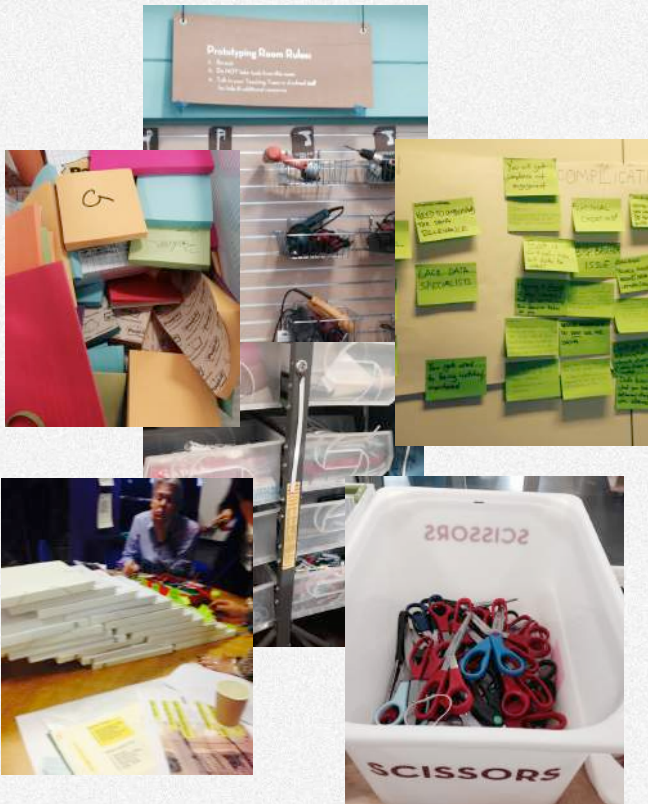
The most successful businesses will balance analytical mastery and intuitive originality in a dynamic interplay that I call **design thinking**.

Roger Martin

This 6 module Programme aims to provide an overview of the process, challenges and opportunities with starting a new business..

The Smart Start-up draws heavily on the theoretical background formed at London Business School and Central Saint Martins, MIT and d.school. It taps into the Future of Work Research insights, and the best of story telling from my BBC years.

The programme also builds on my personal insights from creating and running start-ups. It is designed as a response to needs I have identified while mentoring young entrepreneurs.



THE SMART START-UP

SIX MODULES

01

*You are the Founder(s)
Can you make it for real? Know
yourself-Have you got what it
takes.*

02

*Your Offer. You are the
Salesman. Why would anyone
part with his/her money for your
product or service?*

03

*Your market, your customer
segments. Customer discovery
and Persona development.*

04

*Running your business. Your
team, your resources, your
activities.*

05

*Remain creative and Innovative.
From a great idea to a great
business. DT Process and tools
for any challenge..*

06

*Your ecosystem. Creating your
little black book. Your networks for
learning, creating, developing
new business.*

01

YOU ARE THE CEO

YOU ARE THE FOUNDER(S)



You are the CEO

Have you got what it takes?

More than the sum

You have taken your first big step. You are leading a new venture which will change the world. Congratulations!

Time to look at what it actually means. Have you got what it takes to make your venture a good business opportunity. It was great to come together at the bootcamp, but are you ready to work together to make it real?

Founders' dilemmas. Alignment of purpose and vision.

02

YOUR OFFER

YOUR OFFER



1. You are the Salesman.

You have come up with a brilliant idea for a product or service. Now you need to make some money. How do you get out and sell? At this stage, you are the best salesperson(s) for the job, whether you like it or not. What do you do?

2 What pains or gains?

You love to enumerate the features of your creation. How do you find out what it does for your customers? Is it a pain reliever or a gain creator? What's the story?

*3. Get out and Interview,
& Listen*

The only way to find out is to get out, meet, interview and LISTEN. What do you need to prepare to get out? What is the story that will make them part with their money?

03

YOUR CUSTOMER

YOUR CUSTOMER



How attractive is the market you have chosen? Facts and figures are necessary but not enough. Getting out of the building, meeting potential clients, understanding their needs and validating your idea is a must. How do you keep your eye on both macro and micro level assessments.



Questions to address: How do you identify the segment(s) you want to target. What did you hear your customers say? How do you create your customer archetype? How are they solving the problem at the moment? Why are you better than the competition?

1. Macro considerations

2. Micro considerations

3. Get out of the building

04

RUNNING YOUR BUSINESS

YOUR TEAM



1. You are the Boss.

You are the boss! What does it mean? What key activities does your business involve? What key resources do you need to manage? Map your suppliers and partners.

2 Your team

How do you go about forming a great team and keeping them motivated? What knowledge and capabilities do you need to bring together.

3 Your money

How do you manage your costs? What's your business model?

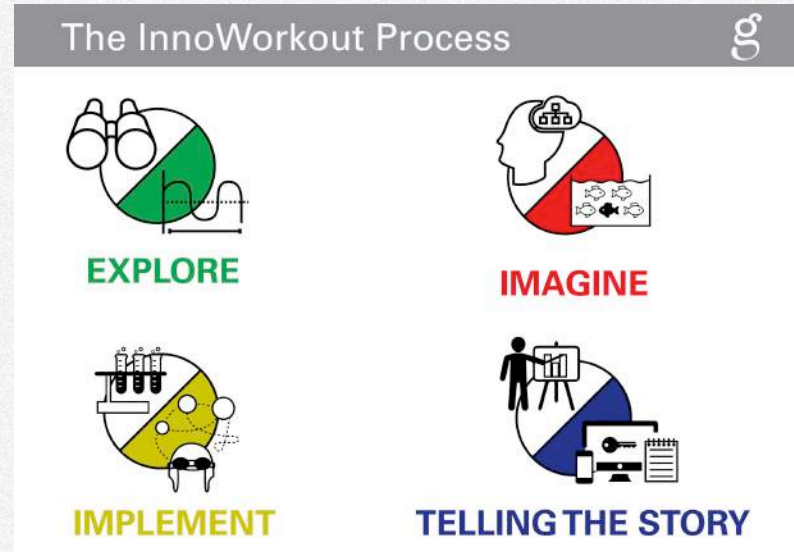
05

FROM A GREAT IDEA TO A GREAT STARTUP

FROM A GREAT IDEA TO A GREAT BUSINESS

1. Learn the mindset and process that takes you from challenges to innovative solutions.

3. Learn by doing and apply to your next challenge



You have a smashing innovative idea. You start! The road ahead is bumpy, uncertain and exciting. Everyday you will be faced with challenges and decision making. How do you approach them ? What mindset, process can you use? What is your risk and failure profile?



This module gets you on a journey that leads you from challenge to solutions every time. It gives you a process and tools that you can use to tackle your next challenge, and the next.

06

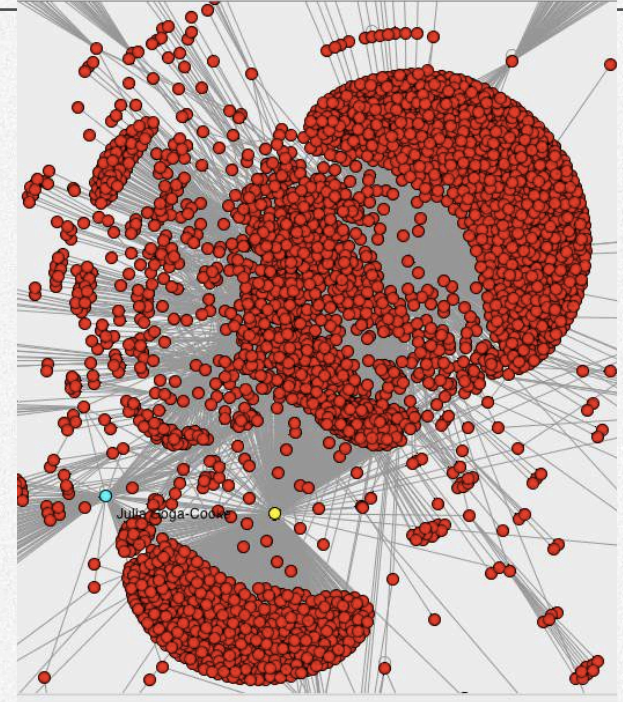
YOUR ECOSYSTEM

YOUR ECOSYSTEM

1. *Ecosystems*

2. *Networks*

3. *Be strategic about managing networks*

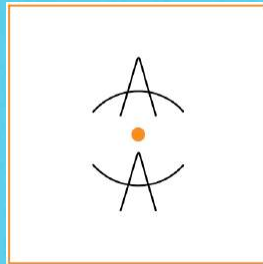


Why ecosystems are important to run a successful business? Visualise your ecosystem.



What meaningful networks are you part of? What's your big ideas network? Who is in your posse? Who is in your regeneration network?

THANK YOU



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