



THE STARTUPWHEEL®

- FOR BUSINESS ADVISORS WHO COUNSEL START-UPS AND GROWTH COMPANIES

INTENTION

The goal of the certification course is:

- To introduce the participants to the StartupWheel and create a common language and a shared frame of reference for advising companies.
- To enable access for advisory clients to a tried-and-tested tool for business development which provides a 360 degree perspective and focuses on actionable next steps.
- To develop professional advisory competences in all areas the StartupWheel, through direct teaching, group work and case study.

PARTICIPANTS, INSTRUCTOR AND LOCATION

The participants are business advisors and incubator managers. The instructor from Startup Company is founder and CEO David Madié. The courses will take place throughout the year in our local offices and at select partner locations.

PROGRAM

The certification course will be completed in 2 full days:

Day 1:

- **Introduction to the StartupWheel®**
- **focus on the yellow quadrant: “Business Concept” for start-up- and growth companies**

The participants will be introduced to the StartupWheel - the four fundamental challenges and the 20 development areas. They will also learn how to use the StartupWheel as a tool for diagnostic-, prioritization-, and a business profiling- purposes.

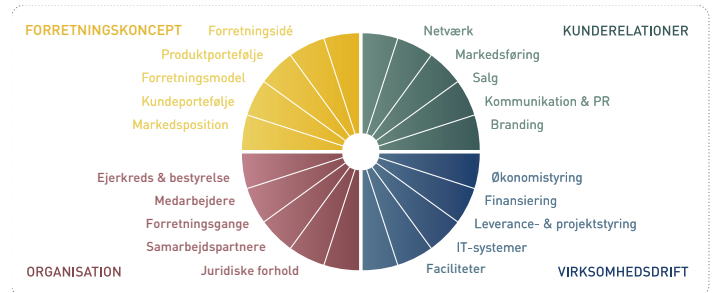
Participants will be introduced to the tools with the challenge “Business Concept” used as an example and with a focus on “business idea”, “product portfolio”, “business model”, “client portfolio”, and “market position”.

Day 2:

- **Focus on “Organization” in start-ups and growth companies**
- **Focus on “Customer Relations” in start-ups and growth companies**
- **Focus on “Business Operations” in start-ups and growth companies**

On the second day, the participants will be introduced to the three remaining quadrants of the StartupWheel. Topics will include the challenges in: “Organization”, “Client Relations”, and “Operations”.

Using direct teaching, group work, case studies and open discussion, advisors will use the tools of the StartupWheel to find actionable next steps for case study companies, utilizing resources from all components of the StartupWheel system.



DATES AND PRICE

For specific dates see www.startupwheel.com. The price is 2000 USD per participant for the two days.

After the course, the participants will be certified in using the StartupWheel and will be able to buy a license for the StartupWheel which gives unlimited use to materials for work with entrepreneurial clients.