



The 3rd course “ACCELERATION COURSE FOR PRE-STARTUPS and STARTUPS”

within the framework of the project „Connecting universities-industry through smart entrepreneurial cooperation and competitive intelligence of students in Moldova, Georgia and Armenia”

Reference number: 617393-EPP-1-2020-1-MD-EPPKA2-CBHE-JP.

- ✓ Start: 20 October 2021
- ✓ Duration: over 5 weeks
- ✓ Lead Partner: Anthology Management, LLC /Bulgaria
- ✓ Working language: English
- ✓ Location: Will be provided Digital Platform + ZOOM

MODULE I. Early Acceleration Level: Acceleration Programs and how they work

- ✓ Part A: The Startup Ecosystem and Acceleration Programs. What are the different types of Accelerators and how they work
- ✓ Part B: Design an Accelerator Program

MODULE II. Early Acceleration Level: Startup types &The Mentor-Mentee relationship building

- ✓ Part A: Startup Types and Startup Trends
- ✓ Part B: Identifying Mentees' needs

MODULE III. Advanced Acceleration: From Idea to Business Concept: An Entrepreneurial Journey

- ✓ Part A: Needs discovery/validation methods for startups, and competition analysis basics, Explanation of written assignment.
- ✓ Part B: Market Segmentation and business models for both for-profit and social businesses. Explanation of written assignment.

MODULE IV. Advanced Acceleration: Business Execution but before Test, Budget, Launch

- ✓ Part A: From alfa/beta testing to full market launch. Explanation of written assignment.
- ✓ Part B: Plan and forecast financial needs and economic goals. Explanation of written assignment

MODULE V. Advanced Acceleration: Raise of Funding and Governance

- ✓ Part A: Financing and funding processes, investment readiness and matching raise with phase.
- ✓ Part B: Basic governance guidelines from the outset is important to ensure smooth operations for a startup.

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