



START-IN-GARAGE

Start-in-Garage is a seminar that brings you close to real life experience as an entrepreneur, but without the impactful experience of total failure in the market. It is a focused experiment to setup your company and go through many phases of being an entrepreneur in a controlled environment.





START-IN-GARAGE

TAKING THE FIRST REAL STEPS

Overview:

Start-in-Garage is dynamic educational program aimed at anyone who is interested in founding a technology company or working for a technology company. The program combines key topics in strategy, operations and business essentials for launching and operating a successful technology company. The program helps to build a sustainable world-class company and expand company presence into the global markets. The program is rich with practical exercises, guest lectures, case analysis and discussions.



Course Number : #4



Number of Days : 3



Audience size : 15 <= 20



Number of courses per year : 3



Pre-requisite : Program #3



Target Audience : Entrepreneurs, Intrapreneurs, Software startups and early stage companies



Outline

The basis of Start-in-Garage lay curricula of leading universities in the world. This allowed us to create a holistic view of successful Internet entrepreneurship.

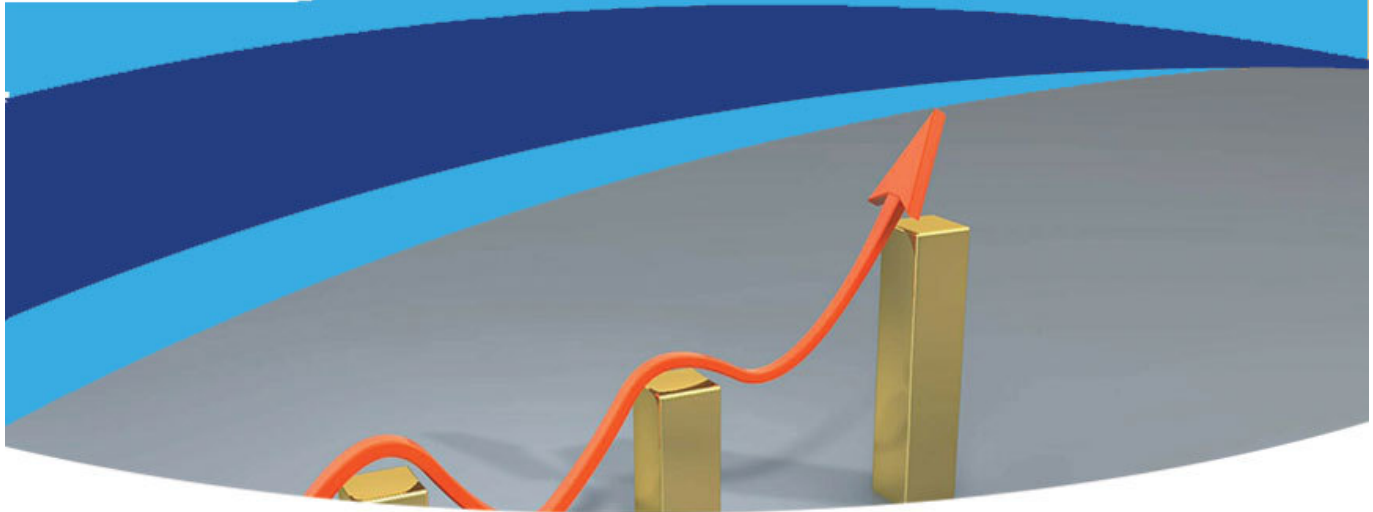
The educational program takes place in an intensive mode for three days.

The course covers the following topics in detail :

No	Theme	Description
1	Course Overview	Introduction Meet the instructors. Team building.
2	Creating an Internet startup. Business model.	Business models for online projects. Identify market needs. Sources of income and monetization: Transactions, subscriptions, mediation (customer generation, comparative services), advertising models (CPM, CPC, CPA, affiliate programs, participation in revenue). Examples of Internet projects: vertical portals, communities, blogs, online stores, content sites, search engines, etc. Combining the type of project and ways to monetize.



No	Theme	Description
3	Development and choice of strategy	Strategies for the development of Internet projects: horizontal and vertical market strategies, private and corporate users, the effects of natural monopoly. Monetization: immediate or deferred. Import and export of business models. Value chain.
4	Formulation and testing of business hypotheses	Analysis of the target audience: the needs and profile of the target audience, analysis of the best examples in world practice, analysis of the type of market and competitors. Positioning and finding niches in the market. Assumptions about attracting traffic and users. The assumption about the profitability of the project / its monetization, key economic indicators.
5	From idea to product	Drawing up an action plan for the project. Forming a development team. Methods and processes for the development of Internet projects. Premium service models and free service models. What makes the best online stores in the world?
6	Attracting visitors	Attracting the target audience: choosing the right message and the right communication channels. Search engine optimization (SEO), use of social networks (SMO), rumors, viral marketing, contextual advertising, offline advertising, affiliate programs, etc. Work with communication channels, calculate their cost, analyze and increase conversion. Calculating the cost of attracting a visitor / user.
7	Retention of the target audience	What value does the resource have for the target audience? Reducing the number of failures (bounce rate), retention of new (retention rate), plan for content of the resource, plan for engaging participants, policy for moderation of the resource, development of the catalog for stores.



No	Theme	Description
8	Monetization of the company	Monetization through advertising model: search for advertiser (online and offline). Sale of advertising. Banners and contextual advertising. Monetization through one-time transactions and through a subscription: what we sell, what payment method the target audience chooses (SMS, bank cards, Internet money and payment systems), delivery methods. Cases: APIs, platforms and applications. Monetization through intermediation: identifying stakeholders, finding the best solution, determining the offer for each of the parties, selling it. Calculation of one transaction and revenue sharing schemes ("how to divide a pie"). World practice cases (freelance, paypal).
9	Evaluation of results	Project development plan, stages and benchmarks, key indicators (KPI), statistics on the Internet.
10	Entrepreneurial finance and investment	Why and when investments are needed. Sources of financing (private investors, business angels, venture funds) and stages of development of the company. Methods for estimating the cost of Internet projects. Financial Modeling. Attraction of external financing, transaction structure. Building a corporate structure, introduction to share capital.
11	Modern technological trends	Discussion of the most pressing issues of the market of Internet projects. Development trends and forecasts. Guests are experts from Internet companies and venture funds. Overview of the Russian market and analysis of opportunities for the development of various business models.



The educational program includes practical exercises:

- ★ case studies (team assignments, presentation of solutions);
- ★ exercises on the formulation and testing of business hypotheses, designing a software product, creating a roadmap product;
- ★ preparation of presentations for investors (preparation of project summaries in teams, project presentation, feedback and audience recommendations).

The Start-in-Garage program will give you the opportunity to talk with industry colleagues, see and discuss current problems of the software business, share experiences, and establish relationships with potential partners.

You can :

- ★ choose the right direction at the start and make the right steps in business development;
- ★ learn the latest market trends;



- ★ acquire the skills necessary to launch new projects
- ★ obtain theoretical knowledge that systematizes and expands your practical experience;
- ★ communicate with business colleagues and program instructors via an online resource.

You can Learn :

- ★ how to choose the positioning of the company;
- ★ how to develop a project strategy;
- ★ what are the models of sales of software products;
- ★ how to get ahead of a rapidly changing market;
- ★ how to attract investment;
- ★ how to estimate company value.



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