

PREMIUM package of Coaching&Consulting PROGRAM CONTENT

Coaching sessions – Jammi Navani
Consulting service – Svetlana Zikic

Coaching – Jammi Navani

MODULE 1:

BUILDING a High GROWTH Startup

- High-Growth Business Development Roadmap
- How To Discover Market Opportunities
- SWOT Questions
- Learning SWOT Questions
- Milestone-based Operations and Funding
- Startup Business Plan
- 7 Characteristics of Successful Start-Ups
- SMEs, Modern SMEs, ICT for SMEs

Consulting - Svetlana Zikic

Reflection and advice on

- Business planning (financial management and on-line marketing operations).

Coaching – Jammi Navani

MODULE 2:

VENTURE Management

- 10 Commandments of Innovation
- 10 Common Mistakes
- 4 Entrepreneurial Strategies
- What Changes as Company Grow

Consulting - Svetlana Zikic

Reflection and advice on

- Financial management and providing of additional funding sources.

Coaching – Jammi Navani

MODULE 3:

Virtuoso MARKETING

- Customer Value Proposition USP
- Creative Marketing
- 4 Steps of Your Differentiation Strategy
- Branding Your Growing Business
- The Art of Rainmaking
- ICT-powered Marketing
- Internet Marketing
- Digital Marketing

Consulting - Svetlana Zikic

Reflection and advice on

- Marketing utilization in function of growing your business (improving companies' online presentations and marketing automatization).

Coaching – Jammi Navani

MODULE 4:

VENTURE Financing

- Step-by-Step Guide to Obtaining VC
- Investors' Evaluation Criteria
- Key Documents to Be Prepared
- Business Plan DOs and DON'Ts
- Venture Presentation Guidelines
- 4 C's of Commercial Lending
- What Does the Bank Look for: 12 Questions

Consulting - Svetlana Zikic

Reflection and advice on

- Providing of additional funding and Investment readiness of the company.

Coaching Outcomes Premium Module:

On successful completion of this program, the participants will be able to:

- Anticipate and proactively manage the principal problems faced by start-ups.
- Re-design their business strategy in the event that their product is not sufficiently adapted to the market.
- Control the key financial parameters, i.e. the Costs of Acquiring the Customer and the Lifetime Value of that Customer, so that revenue and profitability growth is guaranteed.
- Develop the abilities required to sell big opportunities and close big deals in Business to Business environments.
- Efficient cost management without losing traction or your position against competitors.
- Evolve their Management Team by applying Corporate Management disciplines.

Coaching Duration: 12 sessions of 2 hour online coaching.

Consulting Outcomes

Written recommendations on 2-5 pages and 4 hours of Skype or Zoom advice call.

Who can attend:

- Business owners
- Start-ups
- Entrepreneurs
- Someone who wants to start a new business
- Someone interested in startup raising VC funding
- Start-ups mentors
- Private investors, Business Angels or representatives of other finance providers.