



Delivered in conjunction with the TII 2016 Annual Conference  
Investing in Innovation

## Growing the New Generation of Startups

- **Location:** Barcelona Science Park, Barcelona, Spain
- **Date:** Wednesday 27 April 2016 from 11.00 to 17.15
- **Format:** Participation of up to 12 companies, with 2 representatives from each company
- **Price:** *Free of charge* for SOUL-FI companies
- **Trainer:** The workshop is led by **Magnus Klofsten**, who is Professor of Entrepreneurship and founding director of the Centre for Innovation and Entrepreneurship at Linköping University in Sweden. He has had extensive experience of running entrepreneurship training programmes for young entrepreneurs and start-ups over the past 20 years.



### INTRODUCTION

This workshop will focus on one of the most frequently used models in Scandinavia – the Business Platform model. The methodology is based on the premise that all business ventures which wish to grow must attain a “business platform”. To do so, the firm must obtain a balanced scorecard in relation to a total of 8 critical factors or cornerstones which are essential to the firm’s growth and development. It provides an opportunity to check the health of the business and give concrete advice to the entrepreneur for future action. The model, which has been tested for over two decades, offers a value-added complementary approach to today’s commonly used business development tools, such as the Business Canvas and NABC models.

### CONTENT

- Defining a successful company – reaching the business platform of stability
- The problem of breaking out of the early development phase



# SOUL-FI

Startups Optimizing Urban Life with Future Internet



- The 8 cornerstones of stability – assessing how far each is present in a business
- Case study work in groups (entrepreneurs apply the business platform model to their own company)
- Presentations to the rest of the group and feedback

During the workshop participants can expect to acquire a tried and tested model for evaluating the growth chances of their company, to understand better their company's strengths and where their weaker points lie. Participants will receive a copy of the third edition of Professor Klofsten's book "The Business Platform", which is published in English by TII.

## SCHEDULE

The workshop starts at 11.00 with a break from 13.00 to 14.00 for lunch (provided by the organizers). There is an afternoon coffee break from 15.30 to 15.45 and the workshop is scheduled to finish at 17.15.

Participants are cordially invited to join TII conference goers for drinks and tapas at 19.00 in a central Barcelona location.





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## Messaging Master Class for SOUL-FI Companies

- Location: Barcelona Science Park, Barcelona, Spain
- Date: Thursday 28 April 2016 from 9.00 to 17.00
- Format: Participation of up to 12 companies, with 2 representatives from each company
- Price: *Free of charge* for SOUL-FI companies
- Trainer: Sue Mizera, Business Consultant, Geneva\*



### Part I (9.00-13.00)

Discover your brand's messages and how to communicate them with force, clarity and differentiation vs. competition

#### **Introduction:**

#### **Branding defined and scope of workshop articulated (plenary session)**

To include video from Simon Sinek's TED Talk on the importance of *Why?*

Participating companies complete 3 tried-and-true exercises designed to connect their brand's key messages to their key target audiences:

- Brand Personality
- Think-feel-act
- The Values Ladder

### **Coffee Break (10.45-11.00)**

Participants report results of each exercise back to their working group of 4 companies (three working groups for 12 companies.) This allows time for presentation as well as peer reviews.

#### **Key deliverables:**

Upon completion and presentation of the above exercises, participants repair to their teams to draft their investor pitch and their sales pitch (2 minutes each). The final presentation in Part I is both pitches to the working group for peer reviews and upgrades.



## Lunch (13.00-14.00)

### Part II

#### Communicating your brand online via thought leadership and content strategy

##### **Introduction:**

Define content strategy and thought leadership (plenary session)

Articulate strategic value of both: creating value in the eyes of the customer

To include best-in-class examples from a range of categories

##### **Format:**

Based on the messages they created for their target audiences (morning session), the participating companies address:

- How can you exploit your unique position in your markets to generate valuable insights and advise on issues your customers and prospects care most about (thought leadership)?
- How can you turn insights and advice into campaigns that change people's minds and incite action (content strategy)?

Participants report back to their working groups for peer reviews and upgrades of their online strategic approaches.

## Coffee Break (15.15-15.30)

##### **Key deliverables:**

Upon completion and presentation of the above exercises, participants generate one idea each per company for content strategy and thought leadership. Ideas include where they need to be present – online, in social media and/or traditional media? The final presentation in Part II is both ideas to the working group for peer reviews and upgrades.

##### **Conclusion:**

Return to plenary session for final comments, questions, immediate next steps.

\* **Sue Mizera** is a 30-year veteran (5 years in New York, 25 in Geneva) of Young & Rubicam, a global communications agency, and former Managing Director of Young & Rubicam Business Consultants, Geneva, a strategic brand and business consultancy that she created. Her clients have included Microsoft Business Dynamics, Areva T&D, Caterpillar, the World Economic Forum, Siminn (Iceland Telecom), DuPont (multiple divisions) and Medtronic. Besides projects with large multinationals, new branding projects include start-ups and SMEs in incubation, innovators for whom Sue has tailored a branding process in line with their size and needs.