
Two courses for maximum effectiveness

The entrepreneurs have access to two different courses depending on the stage of development of their project so that they can get the most out of the Plug & Start Days.

Project/Idea Stage: "Emergence" Course

You believe in your project. You just need to shape it.

Your project is crystal clear...in your head. Now this is not enough. You need to design a convincing Business Plan and write it down properly.

Through the "Emergence" course, you are guided by an advisor, a chief executive totally committed to your project.

Day 1 / Analyse

Individual interview and coaching with your advisor.

3 thematic workshops focusing on taking action:

Give structure and shape to your project.

Define the key points of a Business Plan.

How to use a Business Plan properly.

Day 2 / Take action

Advising and consulting :

Create the Product/Market match.

Create the Resources/Project match.

Adjust your Business Plan according to the advice given.

Market your innovative concept.

Explore all the financial needs of your project.

Day 3 / Evaluate

Assessment and evaluation of your project with the Elevator Pitch and the Executive summary.

Launching Stage: "Creation-Development" Course

Your project is ready to go. You just need to sell it.

A perfect Business Plan…on paper. Now this is not enough. You need to reach the stage where you are able to convince partners and investors.

Through the “Creation Development” course, you are guided by an advisor, a chief executive totally committed to your project.

Day 1 / Analyse

Individual interview and coaching with your advisor.

3 thematic workshops focusing on taking action:

Give structure and shape to your project (build a team of stockholders) and obtain your seed capital.

Be able to convince a jury of experts in 10 minutes.

Communicate with the press.

Day 2 / Take action

Advising and consulting:

Adjust your Business Plan.

Create the Resources/Project match.

Your Elevator Pitch: a strategy on how to convince in less than 20 minutes.

Explore all the financial needs of your project.

Day 3 / Evaluate

Assessment and evaluation of your Elevator pitch and of your Business Plan. Review of your performance after the press workshop.