HELP YOUR BUSINESS TO SPRINT TO REVENUE

Through the **SPRINT** programme, we work with promoters of start-up companies in the Digital Content Sector to refine their product offering, to more accurately meet customer needs. In this way, SPRINT shortens the timescale from product development to market, and ultimately to sales revenue.

SPRINT will help you to:

- Clearly identify the profile of your ideal customer
- Conduct interviews with these customers
- Test your value proposition
- Build and test product/prototype in use with users
- Develop a scalable customer acquisition approach
- Develop a strong founder network through 'clinics' and network events

SPRINT is a 6 month part-time programme rolled out through a series of 2-day modules and group coaching sessions. The programme provides access to experts from Silicon Valley and also from the Irish start-up sector. The delivery format will be a combination of face-to-face facilitation and web-enabled learning.

Each session will focus on key deliverables of your business. An 'Implementation Coach' will be assigned to work with you, to challenge and help you. You will also be challenged and supported by peer founder participants, in an open and trusting environment.

The programme is delivered in partnership with Select Strategies www.selectstrategies.com who delivered Enterprise Ireland's iGAP programme over the last 4 years. The programme will be held at Liffey Trust Studios, Dublin 1.

You will also have the opportunity to attend a master-class with US Entrepreneur Michael Geer* on getting to your first 1,000,000 users.

"When we build products, we use a methodology. But too often when it's time to think about customers, marketing, positioning, or PR, we delegate it to "marketroids" or "suits." Many of us are not accustomed to thinking about markets or customers in a disciplined way."

Eric Ries, author of The Lean Startup
You know the greatest challenge you face is to deliver products

THIS PROGRAMME IS OF INTEREST TO:

Founders of start-up businesses at early revenue or pre-revenue stage.

FURTHER INFORMATION:

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Cost
The fee for participation on **SPRINT** is €2,000 per company (with up to 2 participants per company). This fee includes all programme material and refreshments during the programme.

SPRINT SCHEDULE

Session	Date/Location
Successful applicants announced Michael Geer* Master Class	29th October 2013 8.30am – 12.30pm Herbert Park Hotel Dublin
LAUNCH • Programme introduction • What to expect Your inputs as participant	12th December 2013 Liffey Trust Studios, Dublin
SPRINT 1 **What problem do you solve for your customers?** • What is product / market-fit? • Developing your Minimal Viable Product **Who are your ideal customers?** • Sweet spot customers / personas • Identifying & engaging with ideal customers	16th and 17th January 2014 Liffey Trust Studios, Dublin
SPRINT 2 **What are your product / portfolio features?** • 'Minimum Viable Product' • Prototype refinement • Customer solution hypothesis **Where is the measurable value for the customer?** • Crafting & testing your customer value proposition	13th and 14th February 2014 Liffey Trust Studios, Dublin
SPRINT 3 **What channels do I use to get my product to my customers?** • Customer acquisition funnel • Metrics / Pricing • Web analytics **How do I measure progress?** • Customer acquisition assumptions & testing • Testing product/market-fit	13th and 14th March 2014 Liffey Trust Studios, Dublin
Coaching Group Session	April 2014
Coaching Group Session	May 2014
Programme Finale	20th June 2014

*Michael Geer is a Techstars mentor, a Board Advisor to several startups, teaches popular SkillShare classes on user acquisition and leads a social good for-profit meet-up in NYC. Michael has also been a contributor to EI's iGAP programme and has recently started a new venture as Founder of CauseCart - focusing on

allowing users to raise funds for their chosen cause without donating any of their own time or money (launching soon)