

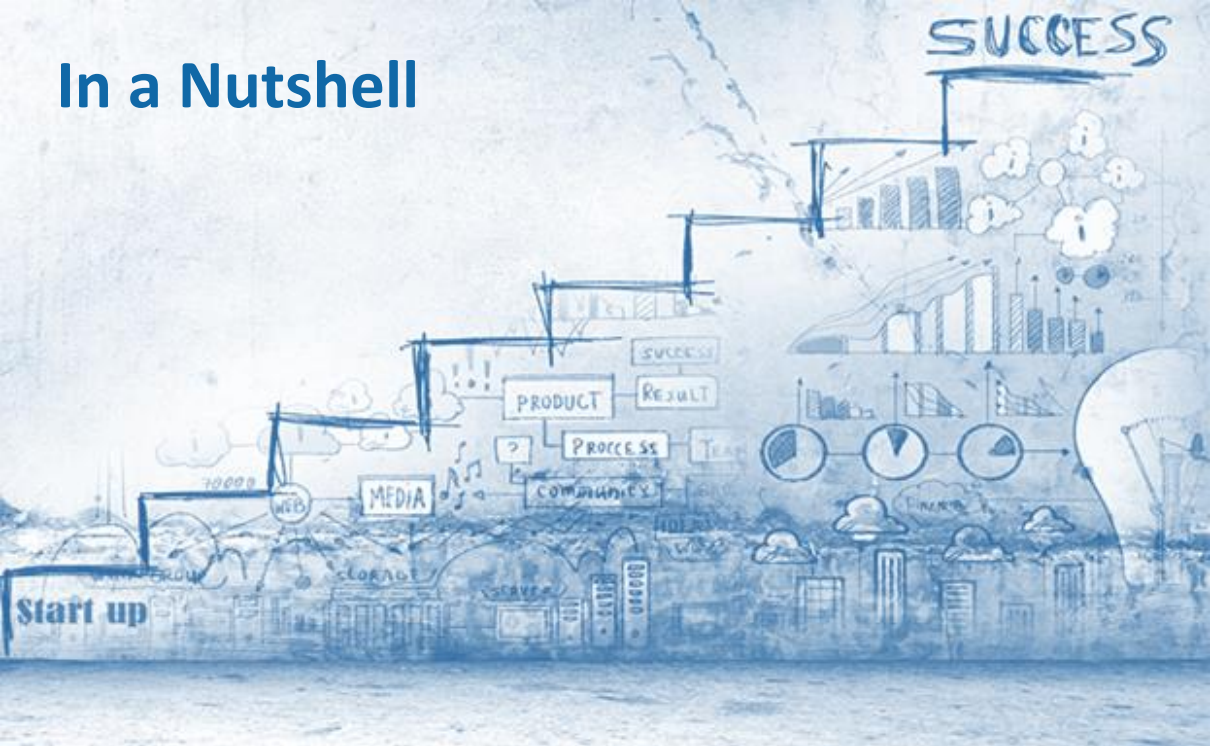
WANNA BREAK THROUGH?

BREAKTHROUGH is an accelerator program that enables early-stage startups to find their product/market fit. During this nine-week program, founders will validate their concepts in real market conditions to turn their vision into products customers will love!



STARTUP **MANNHEIM**

In a Nutshell



9

weeks of
acceleration

30+

Workshops
& events

80+

mentors and
experts

€

prizes and
publicity

no

program fee

www.up2b.io/breakthrough

WHO

WILL BENEFIT?

Founders who have already put some work into finding solutions to a real business problem.

Startup teams who are open to pivoting and changing their approach while learning the specifics of their customers and markets.

WHAT

IS HAPPENING?

In just nine weeks, interaction with customers, 30+ workshops in different cities and three public pitch events will help you to solidify your product/market fit. With over 40 online courses, methods, tools and other material, you will be equipped to lead your startup towards financial success.

WHAT

DO YOU GET?

Besides a lot of fun, networking, intense feedback and qualitative workshops, you will enjoy a steep learning curve and enjoy making your startup more relevant. Furthermore, you will take the methods and tools, business connections and true friendships to other aspiring founders with you.



Daniel Spitzer,
CTO 100 Worte GmbH

“Joining the Breakthrough batch of 2016 was one of the best decisions I could have made for my startup.

In this program I clearly identified the next critical steps. More importantly, I received the necessary guidance and support in taking those steps.”



100 WORTE

The Program

KICK-OFF

October 6th

Team, Milestones, Vision

- Team Building
- Vision Building
- Design Thinking
- Market Research

Market Validation

- Customer Behavior
- Product Utility
- Lean Canvas
- MVAP and KANO

Customer Needs, Market

- Competitor Analysis
- Customer Development
- Customer Surveys
- Customer Contact
- Mom Test

PITCH #1

Best teams advance

Sales

- Test Channels
- Buying Centers
- Sales Planning
- Sales Training

Refocussing

- Tuckman
- Leadership
- Market Segmentation
- Target Customer
- Empathy Map

Pricing & Distribution

- Willingness to Pay
- Inverse Demand Function
- Unfair Advantage
- User Story Map
- Agile Development

PITCH #2

Best teams advance

Sales Management

- Value Proposition Definition
- Pre-Order Management
- Sales KPIs and Funnel
- Revenue Analysis
- Break-Even Analysis

Product Development

- UI/UX Coaching
- Feature Priorization
- Development Roadmaps
- Customer Contracts
- Product Video

Future Milestones

- Branding
- Organizational Development
- PR and Press Relations
- Cash Flow Planning
- The Perfect Pitch

DEMO DAY

December 7th

The nitty-gritty details:

Your Benefits:

- A high impact program free of charge with a daily curriculum and a lot of flexibility
- Improved insight on your customers' needs and tools to build the product accordingly
- Mentoring from and touchpoints to experienced entrepreneurs, investors and industry experts
- Monetary prizes and publicity for the best startups
- Office infrastructure in one of Europe's hottest tech regions

Requirements:

- A tech business concept dealing with digital transformation and targeting business customers
- Your startup should not be older than five years
- Ability to participate in most of the sessions
- Attendance at the four main events
- Presenting a weekly startup progress pitch

Expectations:

- A hard-working attitude and eagerness to learn
- Independent goal setting and goal achievement
- Program used as a guiding frame to achieving your goals
- Serious consideration of all program offerings
- Honest, concrete and regular feedback



Further questions?

Reach out to our program coordinator:

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▶ BREAKTHROUGH

Apply until
17th of September:

<http://up2b.io/breakthrough>

A joint not-for-profit program of:



STARTUP **MANNHEIM**



GEFÖRDERT VOM MINISTERIUM FÜR WIRTSCHAFT,
ARBEIT UND WOHNUNGSBAU BADEN-WÜRTTEMBERG
AUS MITTELN DES EUROPÄISCHEN SOZIALFONDS

