

Startup Bootcamp for Global Expansion: a successful strategy to win in Singapore and SEA

1/ Workshop 1: “Market Segmentation and Value Proposition for SEA”.

11.21 9am-12pm

Speaker: Sofian Meguellati

Invited speaker: 이영산 Managing Director at Lee Kim (virtual)

Understand your market and assess business opportunities.

This session provides insights into how to sell products and services to their target customer. An industry expert will work with startups in order to modify the current business model to the SEA markets while understanding customer profiles, customer journeys, pain points to solve with adapted product value.

Startups will gain understanding into the differences between the local and SEA consumer behavior and approach to the market. Customer targets will be identified and prioritized. Product value and business model will be updated.

Lecture includes an overview on key Design Thinking methodology and tools used by startups during the workshop thanks to a MURAL (online workshop board).

They will enjoy live and on-the-spot mentoring during this exercise.

2/ Workshop 2: “Branding and Marketing Strategy in SEA / POC Strategy”

11.21 1pm-4pm

Speaker: Sofian Meguellati

Invited speaker: Frank Bomers, Founding Partner at Accelerasia (virtual)

- | |
|---|
| 1) Explore what it means to have a distinctive brand |
| 2) Branding & Marketing strategy that will assist with customer acquisition and pitching for business development |
| 3) Understand the background and current state of branding- Individual review |
| 4) Strategic guidance for framing a Proof of Concept proposal for SEA customers |

This session focuses on branding and has been designed to assist startups with messaging and branding strategy and enable them to differentiate their solution. This session also provides insight into positioning products and services to target customers.

Startups will be able to refine their mission and vision statements, develop insights into the SEA markets in terms of branding, and thus develop the next steps in order to position their startup in line with the SEA customer landscape.

Lecture includes an overview on key Branding methodology and tools used by startups during the workshop thanks to a MURAL (online workshop board).

They will enjoy live and on-the-spot mentoring during this exercise.

3/ Workshop 3: “Pitch best practices for Sales Presentation”

11.22 10am-12pm

Speaker: Sofian Meguellati

Part 1: content: pitch framework, understand your audience, pitch deck structure, slides do's and don'ts, call-to-action, Q&A management, tips

Part 2: storytelling: what is storytelling and its core elements, how to create engaging stories, how to leverage your personal strengths and style during customer acquisition and fundraising presentations.

This workshop is about understanding, practicing and applying the best practices of startup pitch to an external audience whether during face to face meetings, online presentations or marketing materials.

4/ Individual Pitch coaching: 45 minutes per startup

Slots on 11.24 and 11.25 morning

Speaker: Sofian Meguellati

5-minute presentation in real conditions

Feedback sharing on content, storytelling, slides design and body language

Refinement

5/ Mock Demo Day: 8 minutes per startup including customer's Q&A

11.25 2pm-5pm

Speaker: Sofian Meguellati

5-minute presentation on stage

3-min challenging Q&A from a mock prospect customer (or consumer): business model, financial projections, competition landscape, launch strategy, collaboration model, POC, KPIs, pricing,...

