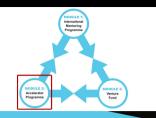


## INTERNATIONAL ACCELERATOR PROGRAMME: 4 LEARNING SPRINTS (PARTS)



TECH COMPANY	ART 2: INTERNATIONAL EXPANSION (UK, US, CANADA)	PART 3: OPERATIONS TO SCALE UP	PART 4: FUNDRAISING
<ul> <li>Introduction and Programme goals, modus operandi, Entrepreneurs in Residence (EIRs) and experts</li> <li>Key traits of successful tech companies</li> <li>Growth vs scaling: What's the difference and why does it matter?</li> <li>Scaling a hi-growth tech company-setting the stage to enable and support scaleup</li> <li>Scaleup opportunities, key challenges and how to manage them early on</li> <li>Developing a growth mindset to think bigger and move faster</li> <li>Your company's SWOT related to scaleup and international expansion</li> <li>Developing/executing a scaleup strategy</li> <li>The holy grail of selling (incl. internationally)</li> <li>Building networks (as a woman tech leader)</li> <li>Navigating women tech leader challenges</li> <li>Lessons learned from successful (female and male) tech entrepreneurs</li> </ul>	2 will cover: <u>baring for &amp; entering new markets</u> When are you ready for international expansion? Researching market opportunities in new markets and market validation Developing and executing an international expansion strategy Adapting your product, business model and pricing for new markets Developing the right go-to market strategy for international markets Entering new markets and validating success International sales, sales and negotiation strategies Cultural differences in doing business in the EU/UK/US/Canada <u>al/Tax</u> Understanding local regulations (contracts, incorporation, IP, immigration law), Freedom to operate (FTO) M&A	<ul> <li>Part 3 will cover:</li> <li><u>People</u> <ul> <li>Helping YOU become an international leader</li> <li>Navigating women tech leader challenges</li> <li>Building and developing a 'scaleup' team</li> <li>Leading a team across markets and locations</li> <li>Dealing with country /company cultures</li> <li>The human factor (avoiding burnout, people as a limitation to growth)</li> </ul> </li> <li>Organisation <ul> <li>What organisation (structures) do you need to deliver your (international) scaleup strategy?</li> </ul> </li> <li>Processes <ul> <li>Operating across markets</li> <li>Not enough to have a product that scales – you need scalable processes too</li> <li>The financial costs of growth and scale, how to plan and manage</li> <li>How to track your success?</li> </ul> </li> <li>Technology</li> <li>Tools to make your scaleup easier</li> </ul>	<ul> <li>Part 4 will cover:</li> <li>Getting ready for growth stage (international) investment</li> <li>What does it take to raise (international) growth/VC money?</li> <li>The due diligence process</li> <li>Company valuation</li> <li>Investors' expectations</li> <li>Sources of funding</li> <li>How to construct a pitch to international/UK/US/Canadian investors</li> <li>Pitch production</li> <li>Pitch practice MASTERCLASS</li> <li>Pitch practice – live</li> </ul>

**PROGRAMME BUILDING BLOCKS**: Dynamic, interactive programme, delivered by top-notch national and international Entrepreneurs in Residence (EiRs), partners, experts and investors through:

- Interactive workshops, masterclasses, case studies and coaching
- Peer-to-peer groups
- Demo days, pitch and networking events in Denmark and internationally
- Access to potential clients, partners, experts, investors, peers and networks across Tech Nordic Advocates' Global Tech Advocates' global tech/startup ecosystem, spanning 22 global tech hubs and 22000 tech leaders
- Introduction to Danish and international investors (see Module 3 also), contacts and networks
- Collaboration with international embassies, partners and accelerators
- Trade missions (e.g. UK, US, Canada) to be confirmed
- Tech Nordic Advocates' global women-in-tech community platform