

proficeo™

STEPUP™
&pitch



ENTREPRENEURSHIP

THE STEPUP™ SERIES OF ENTREPRENEURIAL PROGRAMS

Vision and Need

VISION: By identifying the major challenges faced by entrepreneurs and creating more focused and creative programs we believe that the percentage of successful companies can be significantly improved.

Research and anecdotal evidence in Malaysia and globally, show that the rate of success of entrepreneurial ventures is low with about 80% of entrepreneurs failing within 5 years of startup. To enhance and improve the probability of business success, Proficeo has created this 3-series StepUP programs: FirstStepUP, StepUP&Pitch and StepUP2Success.

FirstStepUP™ is for entrepreneurs who have an initial idea and wish to begin the journey of entrepreneurship. It is also ideal for entrepreneurs who have been shortlisted or identified for funding by Pre-Seed grants like the MDeC PreSeed or Cradle Fund but have NOT yet pitched for the grant. This program seeks to improve the quality of the participants' ideas so that they can do a better pitch and stand a better chance of being selected to receive the grant.

StepUP&Pitch™ is for entrepreneurs who have already received pre-seed grants or Angel funding and are 6 to 12 months into developing their technology or business idea. The startup failure rate is extremely high as 50% of startups never get past 2 years. This program will help you understand the essentials of business and help you build a sustainable business thereby minimising the risk of failure.

StepUp2Success™ is a more structured group coaching program for small groups of companies. It is a 2-phase coaching program intended for companies that have already commercialised their products or services with the goal of creating implementable strategies and programs for exponential growth using our trademarked 'Implementable Forward Action Plan'™ strategy.



ENTREPRENEURSHIP

STEPUP™ PROGRAM

OBJECTIVES

Entrepreneurs learn the following in varying depths according to the program structure:

- The essentials of Entrepreneurship and Opportunity Identification.
- Important Strategic components of the business including the viability of your Business Model.
- Importance of Intellectual Property and how IP can be utilised to build a competitive advantage.
- About marketing and methodology to apply marketing effectively including the latest developments in marketing.
- Sales strategies and how to do an effective sales pitch.
- Understanding of innovation and its role in improving business performance, especially the value of business innovation and not just product or technology innovation.
- The Value Proposition - how to identify what people want to know about your product and how to deliver this information to them.
- Identify and distinguish the key elements necessary for sustainable venture creation.



ENTREPRENEURSHIP

LEARNING

OUTCOMES

The learning outcomes from the STEPUP™ TRAINING SYSTEM are:

- Discover methods and strategies on how to craft and deliver successful business strategies, marketing strategies and plans, sales strategies and positioning the business for success.
- Learn how to strategically evaluate appropriate aspects of your business that you need to focus on that are key to driving business growth, acquiring customers, position a brand in the market and to beat or hold off competitive pressures.
- Develop and deliver “killer” presentations that are so important when attracting investment, in the sales process and in marketing products or services.
- Understand and learn about value creation via strategic application of Intellectual Property aimed at growing the business competitiveness, and not solely about protecting the trademark.
- Create an implementable outcome that can change the future potential of the business and its competitiveness in the market.



ENTREPRENEURSHIP

INTRODUCING

STEUP&PITCH™

This is a **FUN AND EXCITING** crash course in building a successful business for startups covering the key business areas of strategy, business models, marketing, Intellectual Property and innovation. The style of teaching consists of **lectures, video case studies, discussions, in-group learning and simulation** and is meant to give you key points to help you prepare to “pitch” your business or product whether to an investor, a potential client or even a distributor and most importantly how to create a successful and sustainable business venture.

We start the Program by giving you the necessary high level insights on building your business. We then dedicate a whole day for EACH participant company to deliver an **“Elevator Pitch”**. Everyone will be given 5 minutes to talk about their business followed by 10 minutes of Q&A with the coaches. The coaches and all participants will then score the performance of the presenting company. At the end of the day, the scores will be tallied and posted on the board.

We finish the Program with a Learning Summary. We begin this session by bringing together observations and recommendations that were noted by the coaches and participants on the **Top 3 and Bottom 3 ideas** that were presented earlier. This sharing will highlight the finer points of building and commercializing the business for the benefit of everyone. The coaches will end the program by summarizing the key points of the 2-day session and highlight the most important aspects of the Program that are needed to become successful Entrepreneurs and create successful ventures.

So you think you have a great idea ... **prove that you got what it takes** to Step Up and Pitch!

ENTREPRENEURSHIP

TARGET AUDIENCE

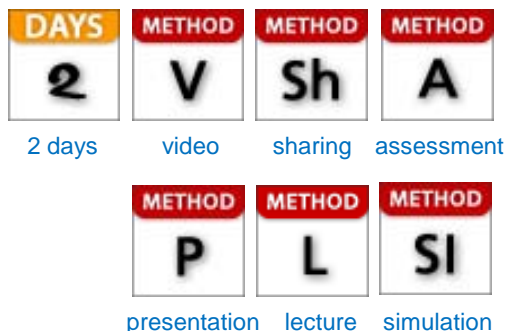
- Entrepreneurs who are in the 6 to 12 month stages of developing their ideas and prototypes within the Pre-Seed Program and fine tuning their business operations and strategies.
- Entrepreneurs who are in the final stages of completion may also attend.
- Companies that are looking to pitch their business for more funding from Venture Capital companies or business angels can also attend, whatever stage of the business they are at.
- Companies that have graduated from the Pre-Seed program but which your Funder believes can benefit from this program can also attend subject to agreement with the coaches.



Date:

Location:

Places are **LIMITED**, seriously



ENTREPRENEURSHIP

PROGRAM SCHEDULE – DAY ONE

TIME	ACTIVITY	SUMMARY
0830 - 0900	Registration of Participants	-
0900 – 1000	Entrepreneurship Essentials	Understand what makes a viable and sustainable Entrepreneurial business venture
1000 - 1030	Coffee Break	
1030 - 1130	Strategy, Value Proposition and Business Model	Learn about the key Strategic initiatives for startups, creating a Value Proposition for customers and the importance of a viable Business Model for your business
1130 - 1300	Protecting Your Rights Competitive Positioning and Building Entry Barriers with IP	Learn about the role of IP and how you can apply IP to keep your business competitive
1300 - 1400	Lunch Break (1 hour)	
1400 - 1445	Marketing Essentials for Entrepreneurs	Learn about what really is marketing and about strategizing marketing for your business
1445 – 1515	Social Media Marketing Essentials for Entrepreneurs	Learn about using social media for marketing
1515 - 1545	Tea Break	-
1545 - 1600	Sales Pitch Essentials for Entrepreneurs	Learn about sales pitches and how to make a great sales pitch
1600 - 1700	VC Pitching & Days Summary	Learn how to pitch and present your business or idea to potential investors This session also summarizes the day's learning

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PROGRAM SCHEDULE – DAY TWO

TIME	ACTIVITY	SUMMARY
0900 – 0930	Registration of Participants	-
0930 – 1100	Business and Go-to-Market Presentation Group 1	The company is to make a presentation based on a standardized template
1100 - 1130	Coffee Break	
1130 – 1230	Business and Go-to-Market Presentation Group 2	The company is to make a presentation based on a standardized template
1230 - 1330	Lunch Break	
1330 - 1430	Business and Go-to-Market Presentation Group 3	The company is to make a presentation based on a standardized template
1430 - 1530	Business and Go-to-Market Presentation Group 4	The company is to make a presentation based on a standardized template
1500 - 1530	Tea Break	
1530 - 1630	Participants Business Pitch Observation and Recommendation	Lessons and key observations from the Top 3 and Bottom 3 Pitches and Homework Assignment
1630 - 1700	Summary and Q&A	This session summarizes the Program's Lessons & ends with a final Q&A session with participants
1700 - 1730	Certificates of Attendance	

What do you like to achieve from this program?

Write it down!

1.

2.

3.

4.

5.

My Name:

My Role in the Company:

My Company Name:

Company Address:

Email:

Phone No:

Zip Code:

State:

Name of People Attending:

1.

2.

3.

I AGREE WITH PROGRAM T&C. PLEASE SIGN ME UP NOW!

Email this page to:

Fax this page to:



OUR MISSION:

We are a team of Entrepreneurs who love working with other smart and visionary Entrepreneurs who create and run ventures that make a difference. We think Entrepreneurs are a unique breed of individuals because it takes real guts, self-confidence and talent to become one. One member of our team has been through it all and achieved sufficient success as an Entrepreneur to retire early. Our team lives and breathes the spirit of Entrepreneurship and we hope to share that passion with you.

Our aspirations are to help any passionate, driven entrepreneur, to find success in their venture. This is what gives us the greatest satisfaction.

OUR WORK:

Innovative and unique entrepreneur training and coaching programs derived from our years of entrepreneurial and professional experiences that is sure to fire your spirit in entrepreneurship!



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