

Growth Program

STEP 01 | Skills Development

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Porto Business School
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ABOUT

This phase of the program offers an immersive hands-on experience that challenges teams to test their business model assumptions. This process includes engaging in discovery by continuously testing hypotheses while searching for a scalable business model.

Participants will go beyond Lean startup, focusing on the development of lean entrepreneurs - learning from the marketplace by talking to customers, partners and competitors. Beyond that, participants will work in teams to overcome failures and embrace success, while encountering the uncertainty of working on a new venture. This is all possible under the guidance of a world-class UC Berkeley teaching team, as well as presentations from Silicon Valley and international innovators.

BEYOND LEAN STARTUP

- ⇒ Learn how to scale startups by leveraging their innovation and knowledge to get breakthrough products to market with unparalleled speed and efficiency;
- ⇒ Entrepreneurs will explore how to reach their full potential to help build roots within the ecosystem;
- ⇒ Save time and money through rapid, systematic and evidence-based assessments of innovation viability and scalability with a process tested on more than 1,000 teams;
- ⇒ Develop the advanced skills that UC Berkeley represents through teaching the best Silicon Valley innovators, including soft skills;
- ⇒ Receive world-class and award-winning coaching from successful innovative instructors;

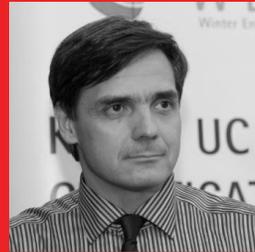
AGENDA

An intensive, fast-track program taking place over a 8-week period. It is delivered onsite in Porto, and online in 5 sessions plus online office hours over online video conference.

Classes 1-3 Onsite	Scalability of Business Models Sales: Customer decision complexity, Selling, from Pipelines to Contracts to Closing and Repeat Customers
Class 4 Online	Channels & Partners: Driving Efficient Customer Acquisition, Retention and Growth
Class 5 Online	From Strategy to “Metrics that Matter Now”
Class 6 Online	The Team: Right-Sizing and “Right-Skilling” the Team at Different Stages of Growth
Class 7 Online	Lies Entrepreneurs Tell Investors and Themselves
Class 8 Online	Fundability Stages for Startups and Scaleups Networking, Storytelling, pitching, raising money
Classes 9-11 Onsite	Investment readiness Final presentations

INSTRUCTORS

Experienced at developing scalable business models and guiding MVP development, validation with real customers and KPI definition, these instructors will assist and supervise the participant teams along the first phase of the program.



Mark Searle

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Managing Director of the
Innovation Acceleration
Group at UC Berkeley
Executive Education

Mark has led and taught Innovation and Entrepreneurship programs sponsored by major corporations including Intel, and in collaboration with universities and government agencies around the world, including Spain, India and Saudi Arabia, among others. He served as Founder and CEO of SenSage [acquired by NASDAQ: KEYW] and LogSavvy, as CEO of Europe-based Kinamik Data Integrity, and as COO at Plynetics Corp., Cybergold [NASDAQ: CGLD] and Internet Pictures Corp. [NASDAQ: IPIX]. Companies under Mark's leadership have won numerous awards including: "Top European ICT Startup" (Eurecan); "Innovate 100" most innovative startups, "Red Herring 100" Top North American Startups, and others. He holds an MBA from Harvard Business School, an AB with honors from Princeton University and was a Distinguished Graduate Student Instructor at UC Berkeley.



Elizabeth Saunders

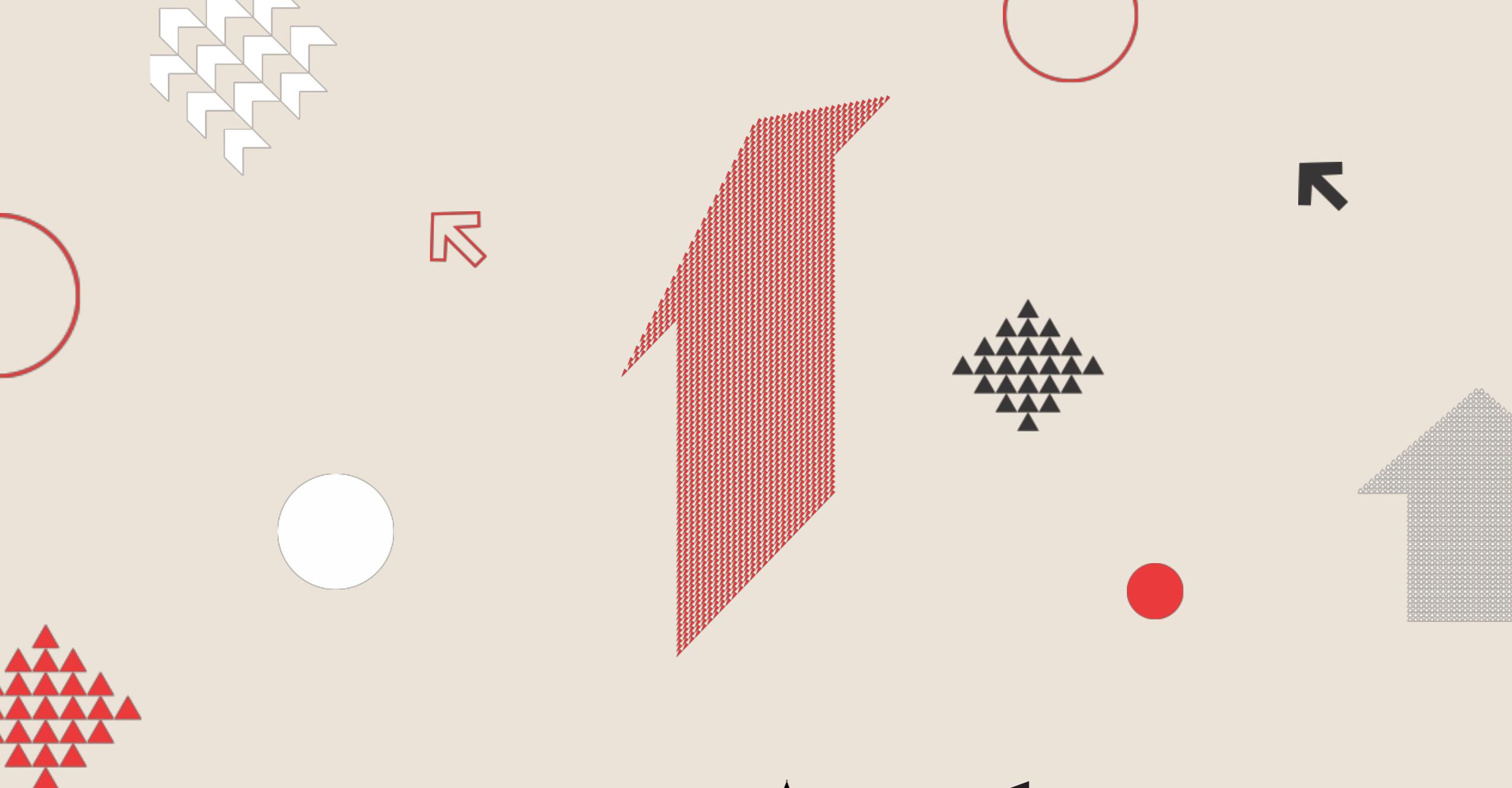
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Chief of Staff and Program
Director of the Innovation
Acceleration Group at UC
Berkeley Executive Education

After serving five years as a cryptologic technician in the U.S. Navy, Elizabeth held a number of jobs across diverse industries in international settings, including managing a consumer-facing business in Central America, working with the U.N.'s grassroots initiative to fight human trafficking in London and around the world, and managing US programs for an India-based immersive business education venture. She was also Program Manager at startup- focused technology engine YouNoodle. She works with the IAG team to enable entrepreneurs and corporate innovators to learn and apply Lean methodologies to their innovative ideas. A self-described "anthropreneur," Elizabeth is interested in the intersection culture, technology and entrepreneurship. She holds a Master's Degree in Digital Anthropology from University College London, an Anthropology Bachelor's Degree from UNC Wilmington, and is a two-time recipient of the Navy and Marine Corps Achievement Medal.



DETAILS AND EXPECTATIONS

- Participants must be ready, willing and able to learn and work on their business ideas throughout the entire program, including outside customer research and completed preparation of work;
- Participants must post all hypotheses, interviews and validations, prepare and present weekly updates via PowerPoint and attend lectures/office hours;
- Participants should expect to commit at least 20 hours per week;
- Participants, mentors and the client must be open to learning through the Customer Discovery process, which may include pivoting business models to meet customers' needs;
- Participants must be willing to succeed and fail as a team, as well as work within the uncertainty of a chaotic environment based on a new venture that engages directly with customers and experts;
- In person attendance in a three-day kickoff workshop, orientation and initiation at Porto;
- Online participation for 5 sessions (occurring weekly) plus office hours;
- In person attendance at three-day final workshop and closing ceremony at Porto;
- Graduates of the program will receive a co-branded certificate from UC Berkeley.



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