

PROGRAMME FOR A COURSES AND TRAINING

Leadership and management for start-ups in challenged ecosystems, crisis situations - 1 Courses and training

Activity n°

Participating organisations

AYPB / CreateHub Ltd

Venue		Duration		
City/Town	Country	Start date	End date	Activity duration (excluding travel days)
	Poland	7.4.2023	16.4.2023	10
Activity Programme				

Activities

Non-formal and informal learning methods used

DAY 1 - 07.04

10:00 AM Introduction - types of challenges in ecosystems, crisis situations in economy

12:00 PM Basic areas to address - Leadership, Finance, Communication

2:00 PM How investors perceive crisis?

Lecture and discussion

Lecture and discussion

Workshop, exercises

DAY 2 - 08.04

10:00 AM Who is your priority in crisis - investors, team or technology?

12:00 PM Choose a startup to lead through stormy waters

2:00 PM Business models - rapid changes in Crisis - example on Covid

Workshop

Everyone receives a start-up idea to follow during the course, or comes with one of his own

Lecture, discussion

DAY 3 - 09.04

10:00 AM How would Covid affect your start-up business model?

12:00 PM What you change in your start-up business model to survive?

2:00 PM Validating a start-up business model in crisis

Roundtable

Workshop

Lecture, discussion and exercise

DAY 4 - 10.04

10:00 AM	Finance - cash flow and security	Lecture + discussion
12:00 PM	What is your P&L situation, how you survive?	Workshop
2:00 PM	Which costs to address in crisis and which ones you cut first, or not?	Workshop
<i>DAY 5 - 11.04</i>		
10:00 AM	Investors during turmoil situations	Investor meeting, roundtable
12:00 PM	How to raise investments in crisis?	Lecture + discussion
2:00 PM	Does your start-up match investments?	Workshop
<i>DAY 6 - 12.04</i>		
10:00 AM	The exit strategy for the investors in your start-up - calculation	Workshop
12:00 PM	Communication in crisis	Lecture + discussion
2:00 PM	Undercommunicate vs. Overcommunicate?	Roundtable
<i>DAY 7 - 13.04</i>		
10:00 AM	Inform your team on staff optimisation	Workshop
12:00 PM	Inform your investors about your updated financial plan	Workshop
2:00 PM	Arguments on investing now and FOMO	Lecture and discussions
<i>DAY 8 - 14.04</i>		
10:00 AM	Prepare your start-up crisis pitch	Workshop
12:00 PM	What is your updated business model?	Workshop
2:00 PM	What is your improved financial plan?	Workshop
<i>DAY 9 - 15.04</i>		
10:00 AM	How you communicate your plan to investors?	Workshop
12:00 PM	Pitch your start-up in crisis!	Pitch presentation, demo day

10:00 AM

12:00 PM

DAY10 - 16.04

Evaluation. Questions and answers

Graduation and certificates

Discussion