



build! Go2Market

SCALE UP YOUR BUSINESS



build! Coaching Intensive Program for a Successful Market Entry



build!
GRÜNDERZENTRUM KÄRNTEN

What is the objective of the call for proposals?

The Go2Market program supports young companies from Carinthia in inter-company measures to strengthen their competitiveness. It is focused on realizing the first market launch or entry into a new industry, its products or services.

Establishing themselves on the national or international market, is the basis for positive company development for young entrepreneurs.

Therefore, the aim of the program is to support existing companies (< 5 years) as well as start-up projects (the start-up of a company should take place before the start of the project) in the initial marketing of innovative products and services within a 6-month coaching program.

Within the framework of a modular coaching/training and support process, innovative and technology-oriented start-up projects and/or companies are supported in their entry to market. Individual sales and marketing strategies are developed and designed with external experts.

As a special additionality, the project incorporates the introduction and implementation of an industry 4.0 based strategic intelligence tool for market research and technology scouting.

This will provide all participants with an innovative solution for developing marketing strategies and their implementation plans, which will serve as a European benchmark.

What can you expect and what are the main focuses of the content?

- high-quality support program with a focus on marketing and sales from external experts
- the possibility of peer- 2-peer-learning in combination with individual coaching
- support in the development of marketing and sales strategies
- facilitating access to or entry into the market
- joint market know-how development with the help of experts
- assistance in the acceleration of market entry or market launch by developing suitable strategies
- possibility to co-develop the Business Intelligence Tool

What are the main topics of the program?



The program focuses on the main topics mentioned below. Depending on individual needs, the focal points can be set differently among the participants.

- Structure and development of target markets (market research, market check, market-specific experts, market segmentation etc.)
- Development of a market entry strategy (market positioning, competition grid etc.)
- Legal and tax aspects of a market entry (contract design (also internationally), general terms and conditions, sales tax, legal entry strategy etc.)
- Development of a marketing and sales concept (development of a sales system, sales training, brand messaging, content production etc.)
- Customer success (customer relevance, story telling, customer feedback, user personas)

Who is eligible to participate?

The program is aimed at startups fulfilling the following requirements:

- Current status
 - Participants of the build! Advanced II or Premium programs
 - build! Alumni < 5 years or alumni of another incubator
 - Young entrepreneurs < 5 years
- The company is based in Carinthia
- Innovative, technology-oriented, knowledge-based product or service
- The focus is on electronic based systems, information and communication technology, industry 4.0, or artificial intelligence
- Scalability of the company
- First-time market entry with a new product or service in the national or international market or
- Development of new industries or target groups
- Excluded are companies from the sectors: trade, commerce, tourism, creative industries (including civil engineers, architects and planners, technical draftsmen etc.) and incoming mission projects

How does the selection process work?



The selection of participants is based on the call principle.

Within the framework of a public invitation to tender, applications can be submitted within the applicable deadline.

Requirements:

- The company meets the criteria under point 3.
- Complete and timely submission of all required documents (submission form including all required attachments).
- Submission of documents within the call from 01.05.2020 up to and including 30.06.2020 (12:00 CET) to the following address: go2market@build.or.at.

Selection criteria

The following criteria are used for the selection. These must be clearly described in the submission form.

Evaluation of the project regarding build! focus

The build! support focuses on the areas of electronic based systems, information and communication technology, industry 4.0 or artificial intelligence.

Existing support relationship to an incubator (build! or others)

Does a connection to the build! or another incubator exist? In which program have you already worked with an incubator?

Effect of program participation (additionality) for the company

With the participation in the Go2Market program, it must be possible to demonstrate a corresponding effect on the future of the company.

Participation means that the project becomes possible in the first place or that it grows faster, or larger or can be implemented more comprehensively.

Comprehensible representation of the scalability of the company.

Can sales be significantly increased without major additional investment.



Time schedule

The invitation to tender opens with 01.05.2020 and ends with 30.06.2020, 12:00 CET.

The coaching program starts in summer/autumn 2020.

Expenses

The effort for the participants should be adequate and should not influence the daily business too much.

However, about 2 - 4 days per month should be planned for coaching sessions with experts.

