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Ready2[®] . . . Programs



Only 28% of young people of the WB6 (West Balkans) have access to training to start and grow a business, and only 22% state that they have access to finance.

(EBRD, February 2018)

Thirty million euros (30 m€) will be provided through grants to ensure broadband infrastructure is expanded under the Western Balkan Investment Framework (WBIF).

Entrepreneurship Ecosystem Will Grow in Balkans



Thus, We Need To Get the (Potential)

- **Entrepreneurs**
 - **Investors**
 - **Mentors**
 - **Start-Ups**
- **Intrapreneurs**
 - **Scale-Ups**
- **... And Other Stakeholders**

Ready with the Awareness, Knowledge and Skills Needed to Grow!

Ready2...Programs – Portfolio



Ready2® Entrepreneur Program for Entrepreneurs



Ready2® InnoVest Program for Investors



Ready2® InnoEntry Program for Potential Entrepreneurs Seeking SEED Investment



Ready2® Intrapreneur Program for Leaders/Intrapreneurs



Ready2® Start-Up Program for Start-Ups Seeking Series A Investment



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Ready2[®] Entrepreneur Program for Entrepreneurs

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Transformation, Growth

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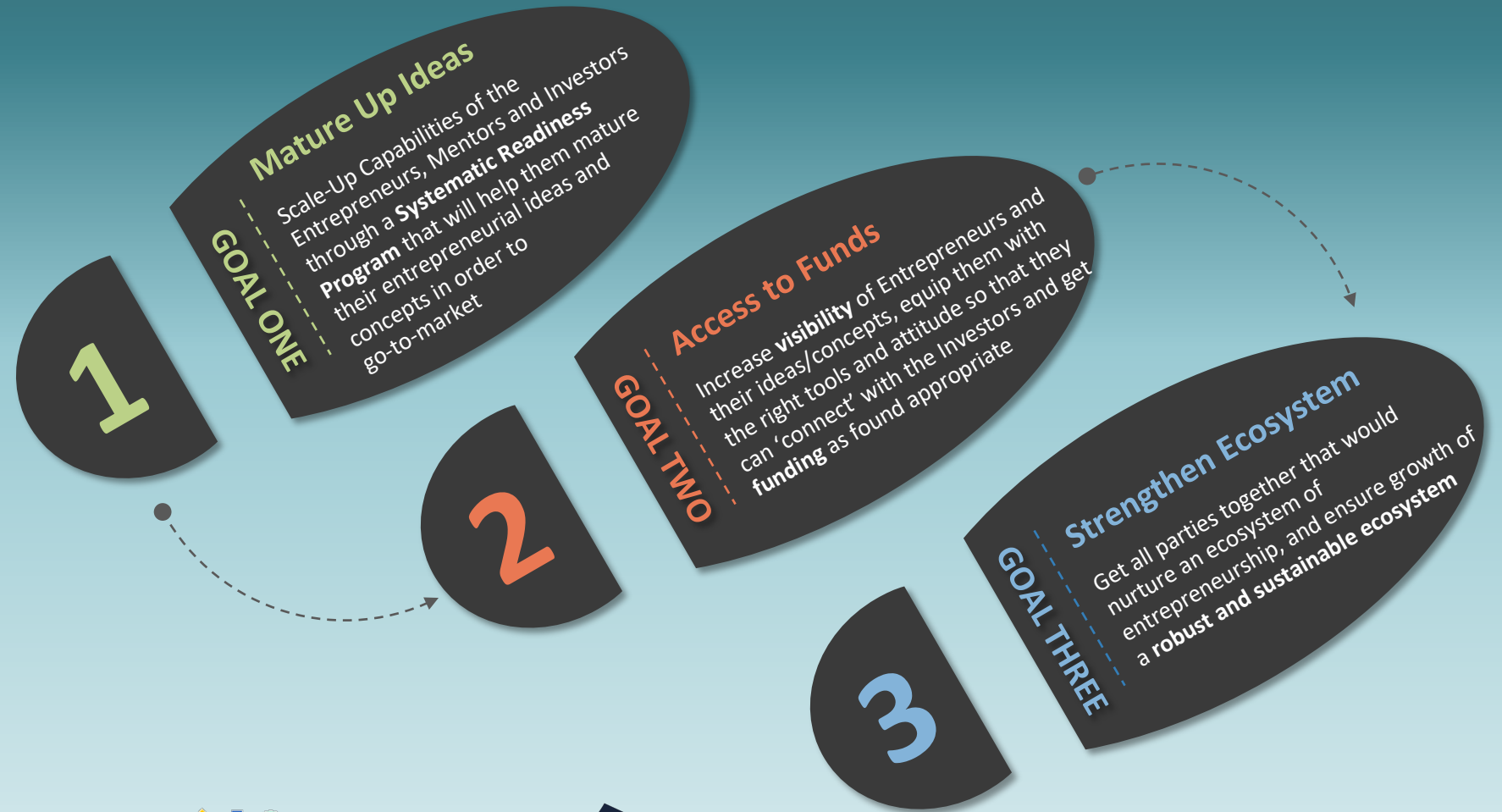

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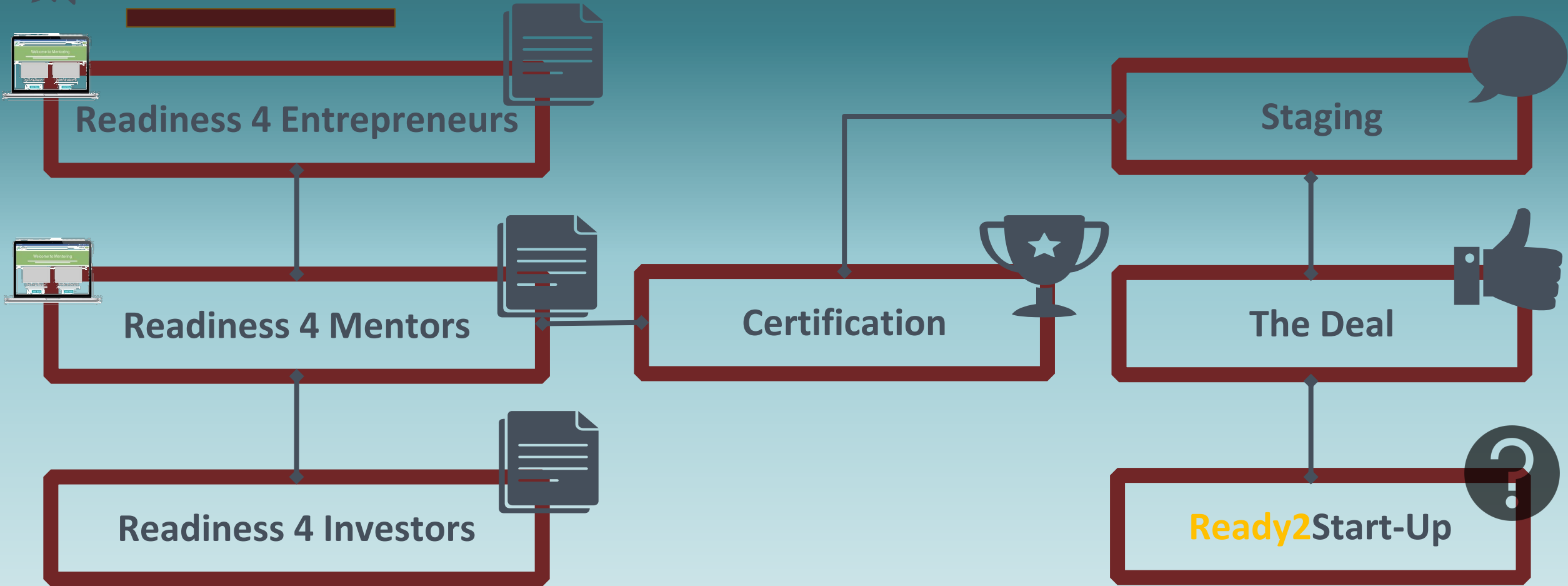
Ignite Program – Objective and Goals

Design and Delivery of a Wholistic 'Ignite' Program That Would Increase Capabilities, Visibility, Access to Funding and Growth of the Ecosystem.





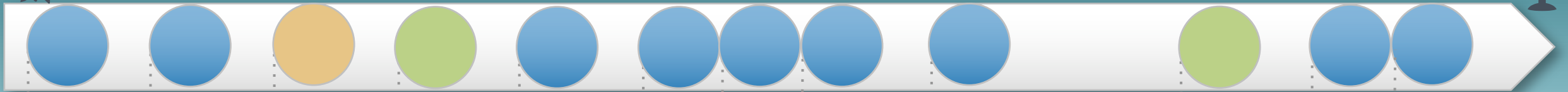
Ignite Program – Roadmap





Ignite Program – Readiness Modules

Mentoring 1:1



E1-Entrepreneurship 101

- Active Learning
- Self-Study
- Group Coaching

E2-Design Thinking

- Active Learning
- Self-Study
- Group Coaching

M1-Mentorship 101

- Active Learning

I1-Investorship 101

- Active Learning

E3-Dream2Live Design-Inno Workshop

- Design Workshop
- Self-Study
- Group Coaching

E4-Business Planning

- Active Learning
- Self-Study
- Mentoring 1:1

E5-Business (Go-To-Market) Modelling

- Active Learning
- Self-Study
- Mentoring 1:1

E6-Project Planning

- Active Learning
- Self-Study
- Mentoring 1:1

E7-Piloting/Prototyping

- Active Learning
- Self-Study
- Mentoring 1:1

I2-Win:Win Investments

- Active Learning

E8-Selling Ideas/Concepts

- Active Learning
- Self-Study
- Mentoring 1:1

E9-Investment Readiness

- Active Learning
- Self-Study
- Mentoring 1:1





Ignite Program – Entrepreneurship 101

Stage 1	Objective	Content	Methods	Tools	Time	Duration
Active Learning	to develop insight as to: <ul style="list-style-type: none"> • Entrepreneurship overall; • key success factors and competencies for being an entrepreneur; • own capabilities and competencies in order to become and move on as an Entrepreneur. 	<ul style="list-style-type: none"> • Who is an Entrepreneur (E)? • The Risks and Rewards of Entrepreneurship • Key Competencies of an Entrepreneur • How Do Entrepreneurship Ecosystems Work? • Stories from (experienced) Entrepreneurs 	Seminar Workshop Exercise Speakers' Panel	Game-Find the Entrepreneur In You Assessment-Competencies Mapping Panel/Q&A-with Story-Tellers	Program Kick-Off+2 Weeks	1 Day
Self-Study	to contemplate on learnings and self-assessment outcomes out of Active Learning session in order to become aware and define key requirements to move on as an Entrepreneur	<ul style="list-style-type: none"> • Review Learnings and Outcomes 	Thought Process	Entrepreneurship Ignite Assessment Personal SWOT Analysis Template	Stage 1 Active Learning+1 Week	2 Hours
Get Support of Others	to learn from each other's self exploration, get others' guidance and ideas as to how to move on as an Entrepreneur and get ready for Stage 2	<ul style="list-style-type: none"> • What was key insight out of Active Learning? • How did you assess yourself as an Entrepreneur? • In which areas you feel more competent? • How would you leverage your strengths? • In which areas you feel less competent? • What is the impact of your weaknesses? • How would you plan to develop yourself as an Entrepreneur? 	Discussion Peer-Coaching by Program Participants	Personal Action Plan Template Readiness Check-List	Self-Study+2 Weeks	½ Days

An Example of a Module



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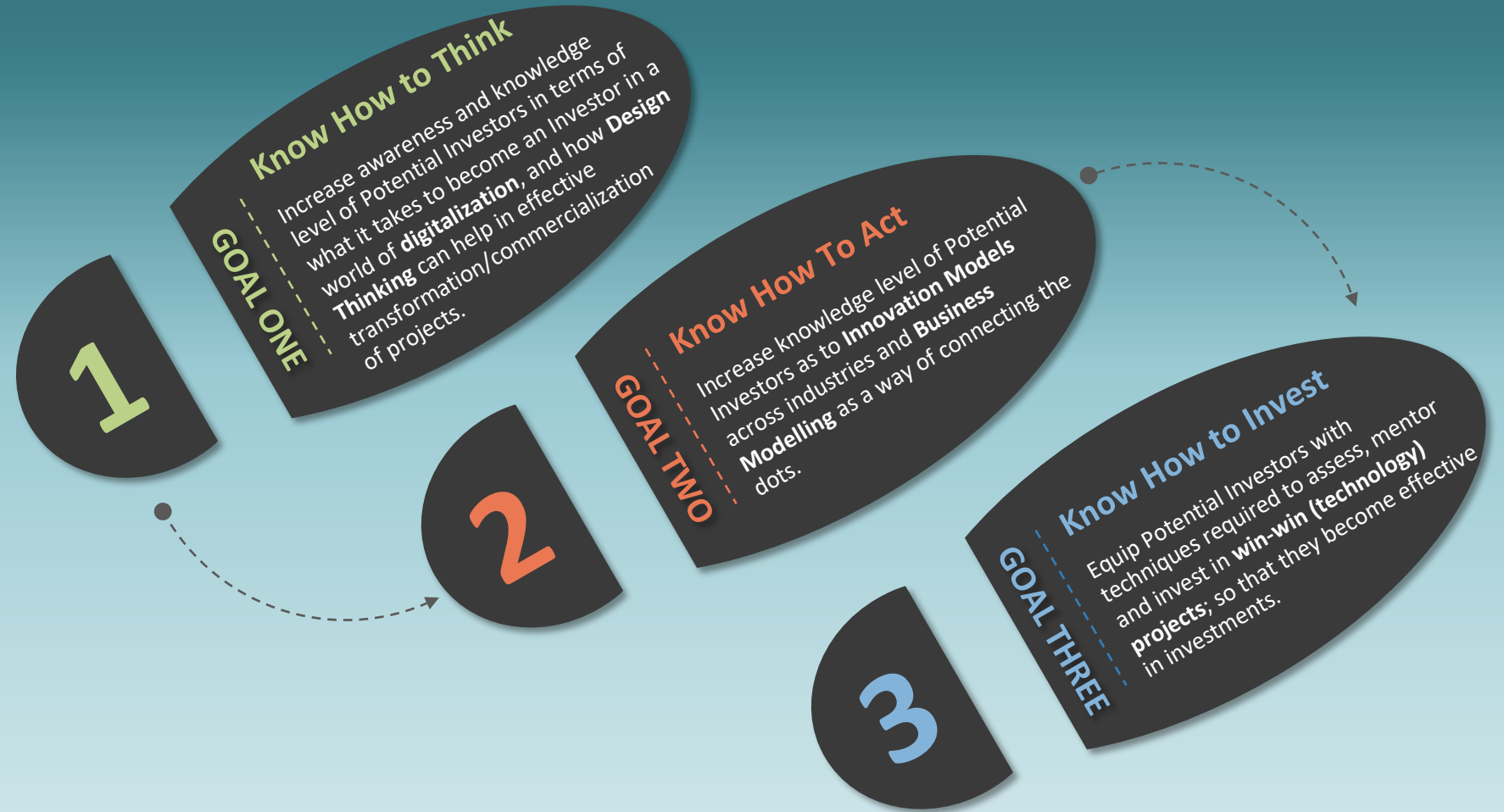

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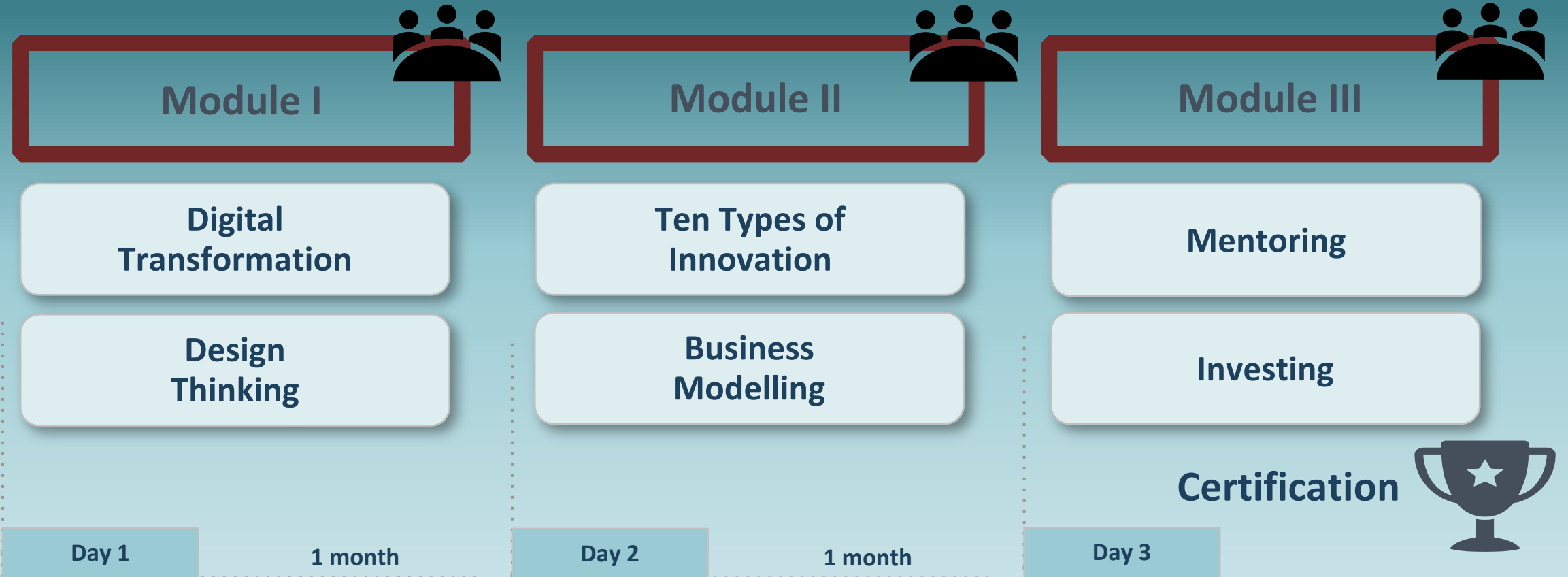
Invest Program – Objective and Goals

Design and Delivery of an Agile ‘Invest’ Program That Would Increase Awareness, Knowledge and Skills of Potential Investors!





Invest Program – Roadmap





Invest Program – Know How To Think

Sessions	Objective	Content	Methods	Tools	Time	Duration
Digital Transformation	to develop insight as to: <ul style="list-style-type: none"> • Global trends • What is digitalization • What is digital transformation • What different companies and industries are doing in terms of digital transformation • How it is different compared to traditional business • How can they generate strategies 	<ul style="list-style-type: none"> • A-VUCA World • The World in 2030's • How Do The 'Most Innovative Companies' Transform? • New Digital Technologies • Example-Future Farms, Smart Cities, Cars as Platforms.. • Strategy Development for Digital Transformation 	Seminars w. Examples Self-Contemplation Action Planning Open Discussion	'Action Sheet' Templates	Day 1 of Program	½ Days
Design Thinking	to develop understanding as to Design Thinking and how to develop Design-Oriented Organizations.	<ul style="list-style-type: none"> • Design-Oriented Organizations • Why & What: Scientific & Creative Problem Solving • Designing for Growth: Four Questions, Ten Tools • What If-What Is-What Wows-What Works • The Design Thinking Process: Empathize-Define-Ideate-Prototype-Test • 15 Steps in Design Thinking • 10 Tools in Design Thinking 	Seminar w. Examples Self-Contemplation Action Planning Open Discussion	Design Thinking Poster 'Action Sheet' Templates	Day 1 of Program	½ Days

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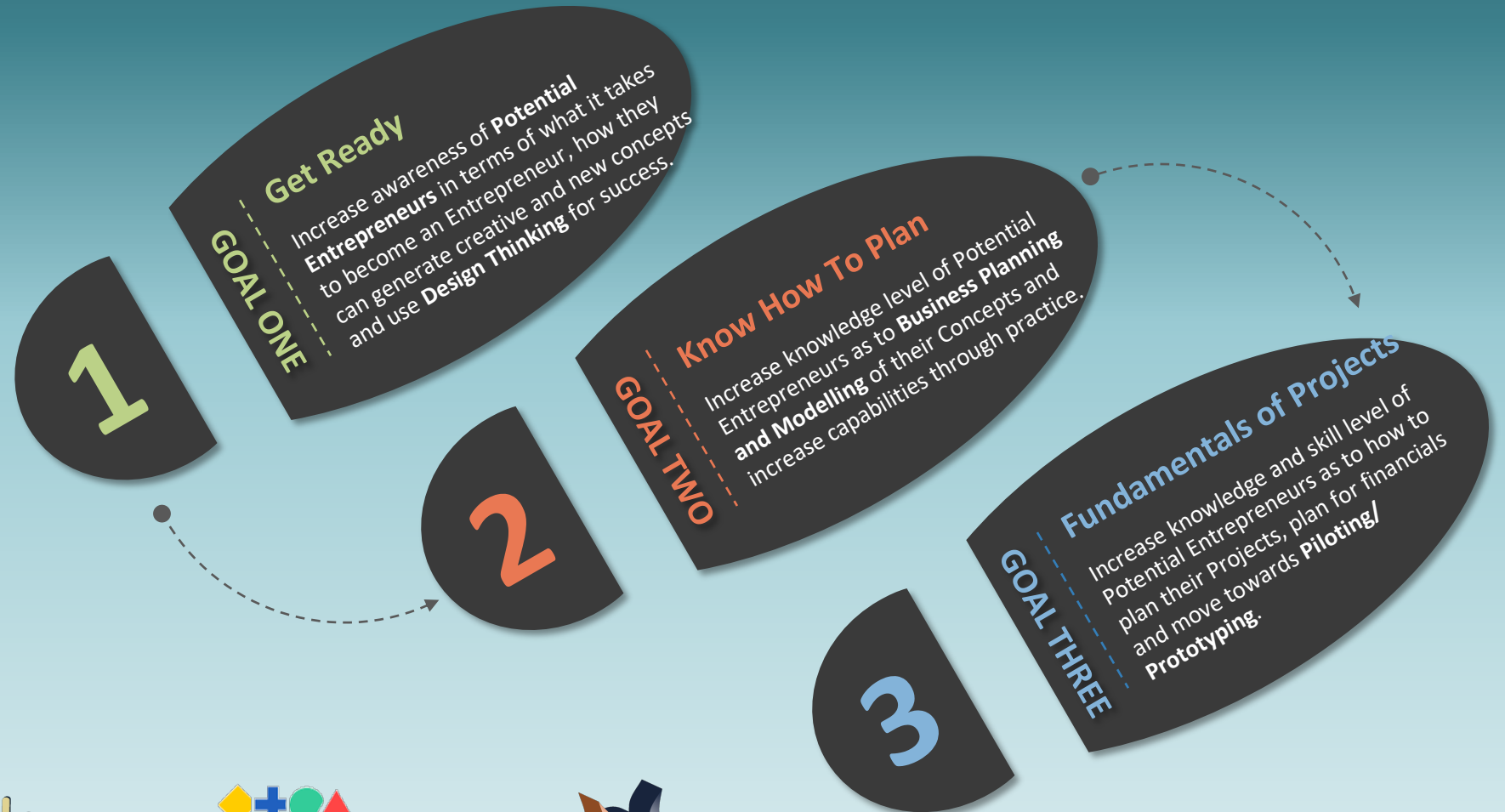

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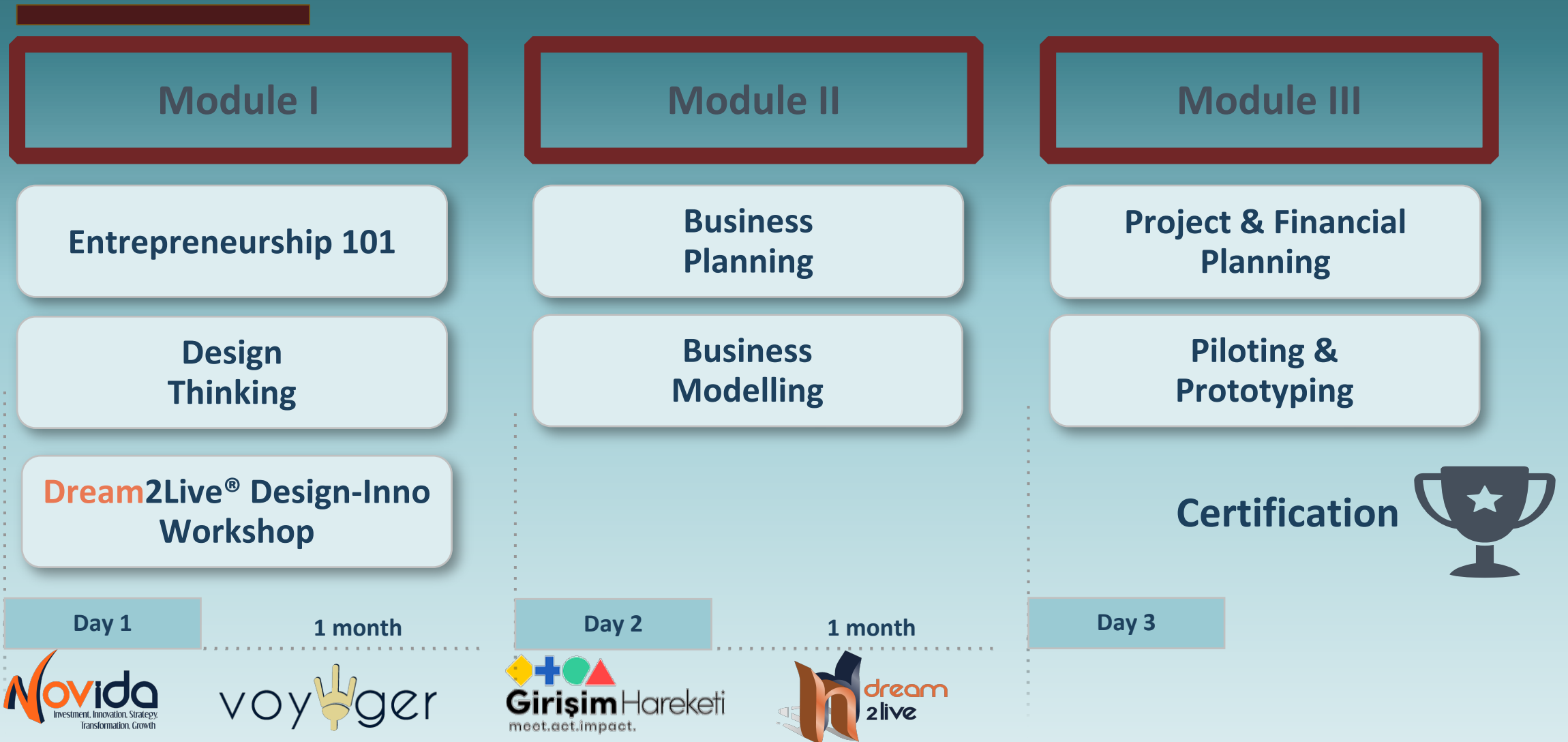
Challenge Program – Objective and Goals

Design and Delivery of an Agile ‘Challenge’ Program That Would Increase Awareness, Knowledge and Skills of Potential Entrepreneurs!





Challenge Program – Roadmap



Challenge Program – Know How To Plan

Sessions	Objective	Content	Methods	Tools	Time	Duration
Business Planning	to learn why and how a Business Plan is developed and transform current insight into a Business Plan in order to make the next steps 'concrete' and 'actionable'.	<ul style="list-style-type: none"> • What Is A Business Plan? • Why Do We Need a Business Plan? • Opportunity/Challenge/Expectation Definition • What Is The Solution Proposal? • The Business Plan: <ul style="list-style-type: none"> - Why Topic Selected: Background/Situation - Strategies/Goals and Targets - Implementation Actions - Resources/Financials / Budgeting - Timeline - The Team and Organization • Definition of Stakeholders 	Seminar (Active Learning) Workshop Exercise	Hoshin Kanri Business Plan Template Workshop Coaching & Peer Coaching	Day 3 of Program (1 Month following Module I)	½ Days
Business (Go-To-Market) Model: Business Canvas as a Strategy & Innovation Model	to learn why and how a promising Business Model is developed and transform current insight and Plans into a Business Model in order to create competitive advantage and differentiation through Value Proposition; structure the Revenue and Cost model. The Business Model will further enhance the Business and Implementation Planning.	<ul style="list-style-type: none"> • What Is A Business Model? • Why Do We Need a Business Model? • Business Canvas <ul style="list-style-type: none"> - Target Audience - Channels - Customer Relations - Value Proposition - Key Resources - Key Activities - Key Partnerships - Cost Model - Revenue Model - Key Success Factors 	Seminar (Active Learning) Workshop Exercise	Business Canvas Template Workshop Coaching & Peer Coaching	Day 3 of Program (1 Month following Module I)	½ Days

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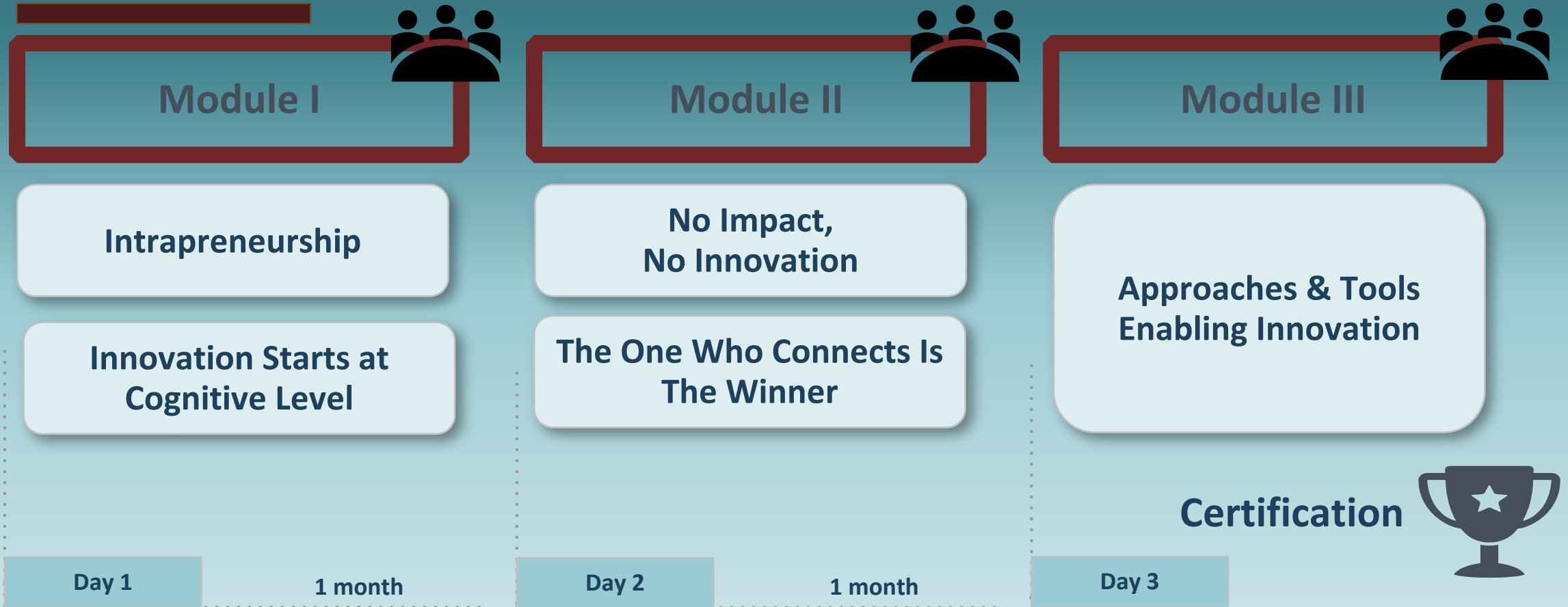
Sparkle Program – Objective and Goals

Design and Delivery of an Agile ‘Sparkle’ Program That Would Increase Awareness, Knowledge and Skills of Enterprises to Spot and Ignite the Entrepreneurial Sparkle Within!!





Sparkle Program – Roadmap





Sparkle Program – Spot the Sparkle

Sessions	Objective	Content	Methods	Tools	Time	Duration
Intrapreneurship	to develop insight as to: <ul style="list-style-type: none"> How Curiosity and Creativity can improve the adaptability and performance of organizations The role of Intrapreneurship in the growth of business How Leaders can spot and ignite the Intrapreneurial Sparkle. 	<ul style="list-style-type: none"> The Business Case for Curiosity* Intrapreneurship Requires a People-Centric, Bottom-Up Approach** Intrapreneurship Brings Innovative Ideas, New Skills and Competitive Advantages** Finding and Recognizing ‘The Spirit of Intrapreneur’** How Do Intrapreneurs Envision-See, Ready and Execute?*** Styles and Approaches of Management in Fostering Intrapreneurship**** 	Seminar w. Examples Self-Contemplation Action Planning Open Discussion	‘Action Sheet’ Templates	Day 1 of Program	½ Days
Innovation Starts at Cognitive Level	to develop understanding as to how Innovative mindset and culture can be developed in organizations	<ul style="list-style-type: none"> Creative Thinking with Examples Co-Thinking and Engagement Are Musts’ Innovation Is a Transformation Process Capacity and Performance of Innovation Organizational Features Enabling Innovation 7 Sins in Innovation The Role of Culture as a Leverage in Innovation Innovation Is Nurtured with Development Mindset 	Seminar w. Examples Self-Contemplation Action Planning Open Discussion	‘Action Sheet’ Templates	Day 1 of Program	½ Days

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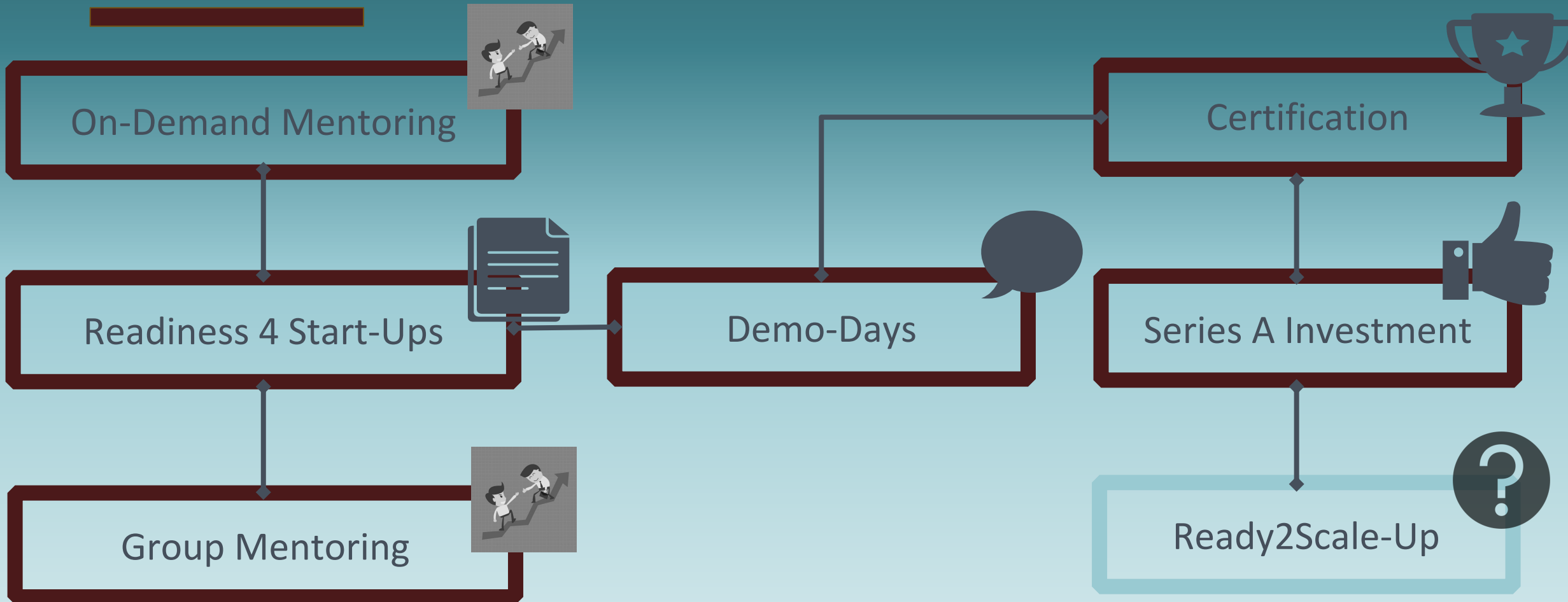


Lean & Agile Program – Objectives & Goals





Lean & Agile Program - Roadmap





Lean & Agile Program – Readiness Modules





Lean & Agile Business – Growth Hacking

Stage 1	Objective	Content	Methods	Tools	Time	Duration
Active Learning	<ul style="list-style-type: none"> to learn how to create and manage the Financials for the Start-Up; to learn how to establish an efficient and cost-effective system to access, develop and/or utilize the most feasible tools 	What kind of tools are at disposal of Start-Up? How to create Financials for Start-Up? How to manage Financials for Start-Up? How to manage Resources? How to manage 3rd Parties? How to manage Time efficiently? How to manage Meetings? When to add new Resources? How to Plan and Organize effectively? What are the Problem-Solving Tools? What are the Decision-Making Methods?	Seminar Workshop Agility & Operational Excellence Digital Expertise	Growth Hacking Tools Financial Compass Financial Table Examples Lean Analysis Milestones & Metrics Tips & Tricks-Time Management Tips & Tricks-Meeting Management Problem-Solving Tools Decision-Making Methods	Program Kick-Off+24 Weeks	2 Days
Self-Study	<ul style="list-style-type: none"> to start using/deploying Growth Hacking Tools and other efficiency tools and templates; to start using Tips & Tricks in execution 	<ul style="list-style-type: none"> Utilize Growth Hacking Tools Create and Manage Financials Manage/Use Resources effectively Plan, Organize, Deploy, Solve Problems, Make Decisions using the most effective Tools and approaches 	Executing an Agile Operational Business Get Ready for Growth	List of Growth Hacking Resources Financial Compass Lean Analysis Tips & Tricks Templates	Stage 4-B4 Active Learning+4 weeks	5 Days
Get Support of Others	<ul style="list-style-type: none"> to ask, demand, get support, advice of others in the network, Instructors or Mentors in order to manage Financials and resources effectively, solve problems efficiently, execute an Agile operation 	<ul style="list-style-type: none"> How to execute an agile Operational Business? How to effectively manage Financials and Resources? How to solve problems and make decisions effectively? 	Strategy Meetings Networking Instructors Mentors Agility & Operational/ Digital Expertise	Provide Advice and Guidance Enable Access to Resources	Stage 4-B4 Active Learning+4 weeks	½ Days

An Example of a Module

Ready2[®]...Programs – Expectations from Sponsors/Partners

Financial Support
for the Realization
of the Program

Support in Human
Resources for PMO,
Documentation and
Coordination of Events

Support in Venue

Support in Certification

Support in Promotion
and Increased Visibility
of the Program

Support in Network &
Contact Database

Support in Communication
& Participation

Ready2...Programs – Key Success Factors



1
The Right
Sponsor/
Partners



2
Attracting
Participants



3
Value for
Money

About Us – Işık Deliorman Aydın

- Executive at ICT Multinationals for 23+ years
- Entrepreneur, **Novida** in Turkey & Montenegro
- **Novida** as well part of Group Co.
- Project Manager, Consultant, Coach, Mentor
- Trainer, Moderator, Speaker
- Transforms (Business) Dreams into Reality
- Strategist and Systems Thinker
- Designer and Synthesizer
- Growth and Impact Seeker

[For More Please Check LinkedIn Profile](#)



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About Us – Kaan Őenol

- Serial Entrepreneur, established 3 Start-ups
- Investor of 1 Start-up
- Mentoring Entrepreneurs in GiriŐim Hareketi
- Regional Partner of FasterCapital
- Ex-Sales Manager of an International Company

[For More Please Check LinkedIn Profile](#)



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Thank You!

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