



# STARTUPBAY JUMPSTART

OVER 1500 STARTUPS HAVE LAUNCHED THEIR BUSINESS WITH OUR "CONTINUOUS INNOVATION SERIES" PROGRAM

A program for the young entrepreneurs on building an unbeatable business model and getting investor ready

## Building an entrepreneurial mindset



Having the right mindset can make all the difference between a successful startup or innovator and one that needs to be improved. To lay the foundation for success, it's crucial to cultivate mindsets that prioritise learning and rapid iteration.

### WORKSHOP ONE

### WORKSHOP TWO



## Business Model Design

At the core of a business idea lies its business model, which outlines how it generates, delivers, and retains value. We help you model your business idea in a way that is easy to understand.

## Risks and assumptions



Given the inherent risks of novel ideas, addressing them at the outset of the process is crucial. To that end, we approach risks from the perspectives of desirability, viability, and feasibility.

### WORKSHOP THREE

### WORKSHOP FOUR



## Insights and testing

To help our customers better, we'll instruct you on conducting interviews and gathering insights. This will enable you to understand and evaluate the requirements of your intended customers.

## Solution design



By synthesizing your insights and business model, you can create an offering for customers to provide feedback on and advance with your solution.

### WORKSHOP FIVE

### WORKSHOP SIX



## Investor Readiness

It's time to build out what you have learned into a pitch deck to help communicate your message. Each team will present back their idea to a panel of experts on demo day