

# Startup Accelerator

with Denis Oakley

## Topic 1

### WHY STARTUPS FAIL

Why most startups fail and how we can change your chances of success quickly and simply

- Main causes of startup failure
- How each failure can be avoided
- Create your startup in the right order

### PRACTICAL

- Build your startup risk assessment

## Topic 2

### IDEAS, PROBLEMS AND GETTING OUTSIDE

Ideas are the starting point, what matters are the customer's problems

- Take your ideas to the next level
- Customers have problems
- How important are the problems
- Getting out of the building and talking to customers

### PRACTICAL

- Ask 10 customers the right questions to understand their big problems

## Topic 3

### PERSONAS AND PAIN

Customers only change behaviour when their pain is big enough. Discover what their pain points are and create a persona for your ideal customer.

- Customer discovery searches for pain points
- Personas group customers with similar pains
- Create a persona with 1,000 people we can help

### PRACTICAL

- Develop a Pain assessment
- Create the persona of your target customer

## Topic 4

### VALUE AND VALIDATION

The value that we create solves the customer's pain. Validation is the evidence that we are solving this pain point. Achieve that validation.

- Build a value proposition that solves as much pain as practicable for the customer.
- Validation checks that this is true, and that it helps the customer, before you build stuff.

### PRACTICAL

- Complete the value proposition canvas

# Startup Accelerator

with Denis Oakley

## Topic 5

### BUSINESS MODELS AND STRATEGY

You're not unique and if the business model is just the same you will struggle. Create a business model that gives you a competitive edge.

- Business model as system
- Goals of business models
- Designing business models

#### PRACTICAL

- Build your Business Model Canvas

---

## Topic 6

### TEAMS AND I, MINDSET AND ME

Success is more than just you being amazing. It's about having the right team with the right attitude. Plan your organisational structure so you have the right team in place.

- The journey of a solo Founders
- How to master team composition
- The benefits and method of outsourcing

#### PRACTICAL

- Create an Organizational Chart to optimise for success

---

## Topic 7

### MVP AND TECH

Spending money on tech before you know it increases sales is stupid. Identify how to cheaply test your idea before you build it.

- What's an MVP
- Why do one?
- When should you invest in technology

#### PRACTICAL

- Utilise experiment cards

---

## Topic 8

### GO TO MARKET, MARKETING AND SALES

You don't just want customers, you want customers who you can acquire cheaply. Discover how much it costs to acquire a customer.

- Market sizing
- Identify your customer acquisition costs
- Do things that don't scale

#### PRACTICAL

- Analyse the size of the market you are heading into

# Startup Accelerator

with Denis Oakley

## Topic 9

### STORYTELLING (AND MORE SALES)

It's not about what your product does, its about how you change the customers life. Tell impactful stories that turns individuals into customers.

- Customer-centric
- How to use the customer's language
- Heroes Journey

#### PRACTICAL

- Create a power story for your product

---

## Topic 10

### INVESTORS AND PITCHING

The investor doesn't care about you or your startup, he cares about getting rich. How does your deck tell that story?

- 10 slide template
- Impact, Credibility, Belief
- Practice pitching

#### PRACTICAL

- Build a 10 Slide pitch deck