

DEVELOP & GROW

YOUR ENTREPRENEURIAL BUSINESS SKILLS

Unique Incubators & Accelerators Workshops for Startup Companies & Ventures Creation

The Expected Role of Innovation Hubs

Entrepreneurs & founding teams of early-stage startups, expect significant value from incubators, accelerators and other innovation hubs programs.

A key value component of such programs is the development of entrepreneurial business skills.

This contributes directly to the success of the participating startups, to the success of the program, and its attractiveness.

Target Audience

Entrepreneurs & founding teams of early stage ventures who participate in incubation, acceleration or similar programs.

They are facing significant business challenges and in need of knowhow, methods and tools to overcome.

Hands-on group workshops, lead by experienced experts, are one of the best ways to accelerate, integrate and assimilate practical knowhow into skills & results.

Our Workshops' Benefits

Awareness, inspiration, motivation & confidence, insights, feedback & validation, practical application, avoiding mistakes, program efficiency and more.

Developing entrepreneurial business knowhow & skills, based on our hands-on experience, directly lead to higher success rates, and better performance.

Training Uniqueness

Combining years of management, entrepreneurship & training experience, our workshops are centered around actual business challenges & dilemmas, taking the entrepreneurs' point of view. A strong emphasis is put on providing the practicalities in a "just do it" approach.

Our workshop are specifically designed to develop entrepreneurs' mindset and business skills, providing them with motivation, frameworks, techniques & tools.

HIGHLY PRACTICAL

USABLE OUTCOMES

UNIQUE CONTENT

EFFECTIVE LEARNING



Marketing workshop @ EIT-FAN Technion Accelerator (6th year)

Workshops' Content

Taking into account real life early-stage startups' limitations, our workshops' unique content is based upon critical integration of leading methodologies, Proxy's and lecturers' practical hands-on entrepreneurial experience, relevant empirical research findings, case studies etc.

Entrepreneurial Workshops Topics

Domain	Workshop Title	Key Outcome
<i>Entrepreneurship Foundations</i>	Entrepreneurship & Entrepreneurs journey	Inspire & motivate entrepreneurs
	Innovation, creativity & Ideation	Generate new business & products ideas
	Lean Startup Methodology & Tools	Lean Business Model Canvas
<i>Strategy & Business Planning</i>	Developing a Value Proposition	Value Proposition Canvas
	Business Opportunities Selection	Selecting the optimal business opportunity
	Competitive Analysis & Advantage	Identifying competitive advantages sources
	Business Planning	Building a basic business plan skeleton
<i>Customers & markets</i>	Investment Readiness	Improve chances to get investment
	Understanding consumers & customers	Identifying needs & buying behavior
	The market, opportunities & potential	Evaluating opportunities & market potential
	Market research for Startups	Key market insights
	Market Validation	Validating the Business Model
<i>Entrepreneurial Marketing & Sales</i>	Market information sources	Identifying key information sources
	Entrepreneurial marketing challenges	Mitigating key marketing challenges
	Entrepreneurial marketing strategy	Define marketing strategy guidelines
	Go-to-Market & Routes-to-Market (channels)	Develop GTM practical plan
	Entering International Markets	Country & entry mode selection
	Pricing for Value & Profitability	Setting Prices inline with value proposition
	Marketing Communications & Guerilla Marketing	Selecting relevant marketing tactics & tools
	Selling & winning customers	Designing sales process and pitch
	New Product Development	Defining MVP and roadmaps
Product Market Fit	Evaluating product market fit	
<i>Entrepreneurial Acumen</i>	Building & Leading a Team	Develop own guidelines for team motivation
	Presenting & Pitching	Preparing investor presentation, one-pager & pitch.
	Developing Int. Business Relationships	Developing networking and trust building skills
	Demo-Day Preparation	Demo-Day and Pitch rehearsal

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Format & Methods

Each workshop is composed of one or more sessions. Each session is 3-4 hours in length, and is centered on a specific entrepreneurial challenge, taking a solution based, practical hands-on approach.

Delivery methods include: foundation lecture, examples, case-studies, exercises, simulation, presentation, pitching, canvas, brainstorming, group feedback & debate, Q&A etc.

Program & Adaptation

A program includes several selected workshops, that relate to each other either along the entrepreneurial journey and processes, or share a business domain.

Such programs can be tailored to incubators' & accelerator's specific requirements, or integrated into an existing one.



Lean Startup workshop @ GALIL Accelerator



Marketing & Sales workshop @ GALIL Accelerator

Why Us

- ✦ Experience in entrepreneurship training development & delivery, specifically in the context of innovation hubs.
- ✦ Years of 'hands-on' entrepreneurial engagement with tens of startups across many markets, industries & technologies.
- ✦ Energy, passion and commitment.

Lead Lecturers



Moti Blau, an entrepreneur & international marketer with over 30 years of international business experience. Executed thousands of training hours to professionals & entrepreneurs from around the globe. MD & founder of Proxy Marketing Solutions Ltd. MBA, CMktr, MCIM, BA, Certified Instructor. HND.



Memi Genosar, an entrepreneur, strategy & business development consultant with over 30 years of experience in international markets. A passionate startup & acceleration program specialist. Senior EIT trainer & mentor (Haifa & Bilbao). Managing Director of the GALILE Accelerator. MBA, BSc.



Proxy Marketing Solutions Ltd.

An international marketing training & consulting firm. Founded in 1997 by Moti Blau. The mission of Proxy is to assist companies & entrepreneurs operating in international markets in maximizing their business potential.



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