ACCELERATION PROGRAM
ACCELERATOR ITMO

HAVE A STARTUP IDEA?
WE KNOW HOW TO MAKE IT REAL

UNIVERSITIES ' STRUGGLES in the process of setting up an innovation system

👋🏻 Pipe-line of mentors, experts to work with startups

⌚ Finding the learning formats to give only essential information in the short time

🙋🏻‍♂️ Formation of the startup, students, experts society in the city

STARTUPS' DIFFICULTIES

👋🏻 There is nothing except an idea

⌚ Lack of time and appropriate knowledge

📚 There is no people who could help with their specific question, in the internet everything is written " in general"

🙋🏻‍♂️ No contacts of the people who could help with problems and make a pivot

PREACCELERATOR 🚀

For pre-seed phase startups

Focus is at the step «customer validation»

Filter of survivability of the ideas

DURATION
3 months

Selection of startups starts 1.5 months before

ACCELERATOR

For seed phase startups

Focus is at the step «customer validation»

Growth and scaling up of sales, investments

DURATION
3 months

Selection of startups starts 1.5 months before

PREACCELERATOR

3 PILLARS

👨🏻‍💻 **Online course**

🧠 **Workshops and lectures based on the startups needs**
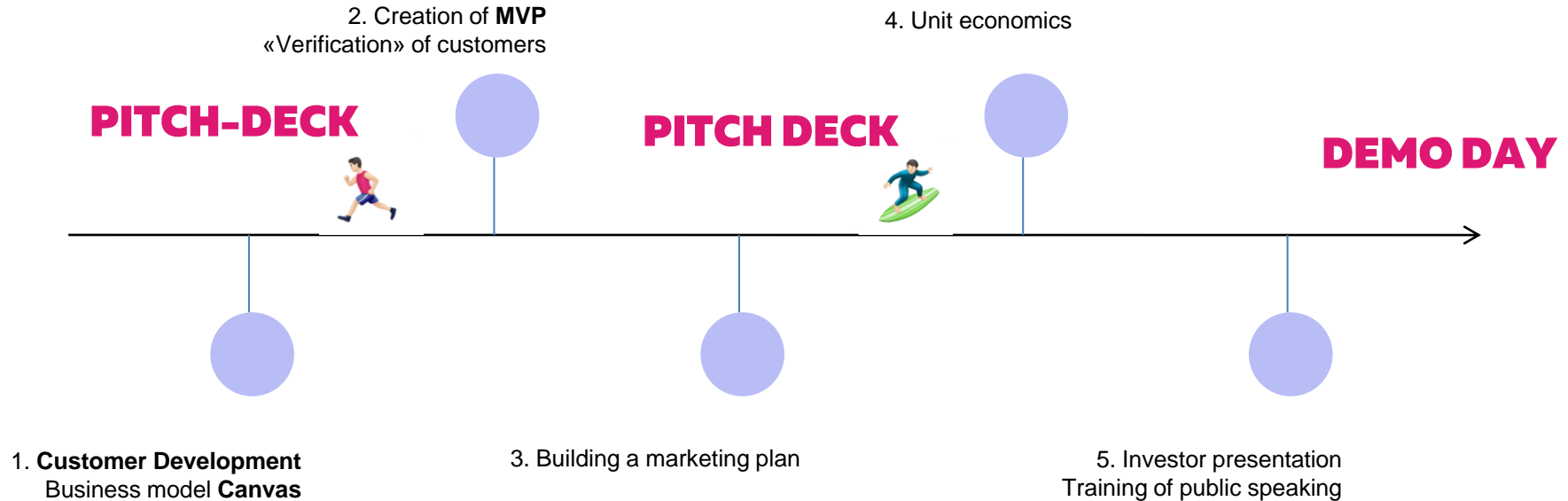
👬 **Personal tracker**

Генерация бизнес-идей,

Как продвигать свой продукт через SMM

Юнит-экономика и финансовая модель стартапа

Как создать лендинг, который приносит заявки

PREACCELERATOR
STUDY STEPS

2. Creation of **MVP**
«Verification» of customers

4. Unit economics

PITCH-DECK

PITCH DECK

DEMO DAY

1. **Customer Development**
Business model **Canvas**

3. Building a marketing plan

5. Investor presentation
Training of public speaking

ACCELERATOR
3 PILLARS

👨‍💻 **Online course**

🧠 **Workshops and lectures based on the startups needs**

👬 **Personal tracker**

ПРИМЕРЫ ВОРКШОПОВ

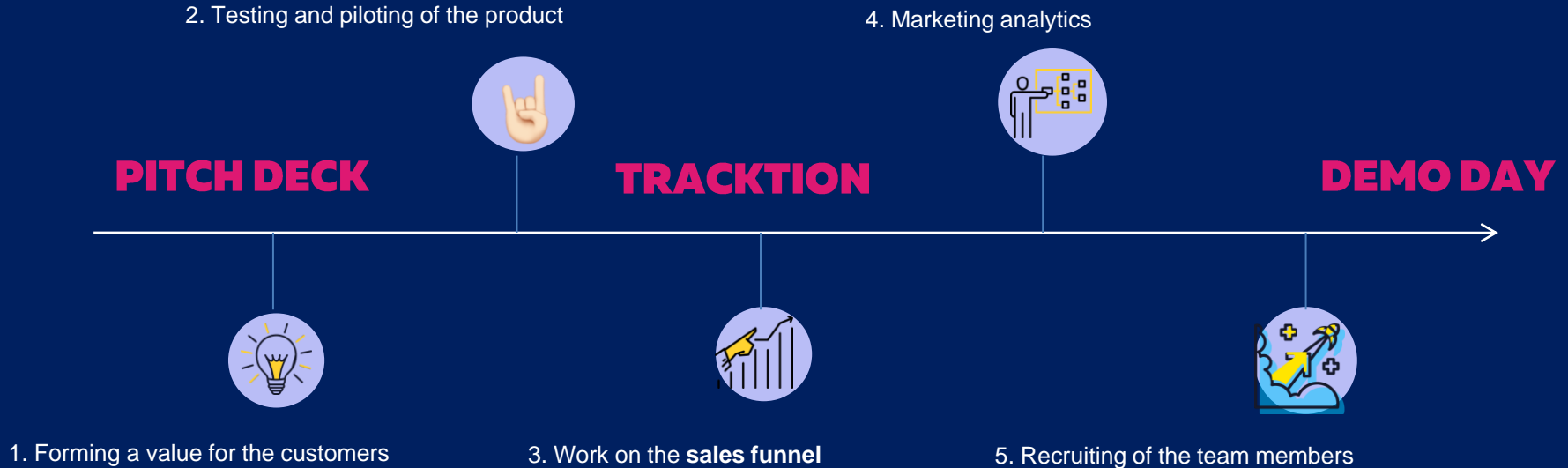Как искать потенциальных клиентов? Как устроены продажи в b2b и b2c?

Как делать маркетинг без бюджета? SEO и SMM. Как тестировать гипотезы и кратно расти?

Как осуществлять поиск инвестиций для построения успешного стартапа

Как продавать по телефону и в письме через E-mail переписку с клиентами?

PREACCELERATOR

WHAT THE PROJECTS HAVE?

Customer Development

Creation of business model and answer on the question «What do we sell and whom?»

Public speaking skills and investor presenation

ACCELERATOR

WHAT THE PROJECTS WILL GAIN?

Sales funnel

Tested product on the real customers

Sales flow