

October 2022

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Solvay Brussels School
Economics & Management
Entrepreneurs

Entrepreneurial program "CRÉATION & CROISSANCE"



Création & Croissance | Solvay Entrepreneurs | Belgique
www.startlab.brussels/en/creationcroissance/

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Solvay Brussels School
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**MAKE SURE YOU LAUNCH
A SUCCESSFUL BUSINESS !**



CRÉATION & CROISSANCE

2

sessions per year (february, october)

3

months of individual & collective coaching

+50

hours of training (workshop, collective coaching , pitch sessions, ...) and access to additional optional modules (masterclasses)

8

hours of 1-1 coaching with an experienced entrepreneur



access to our network of experts: our coaches, experts, trainers and of course, the team of StartLAB.BRUSSELS



a dynamic and diverse community: you will be part of one of the most dynamic and entrepreneurial communities in Brussels.

HOW TO APPLY?

Apply by completing our online form before
6th of October 2022

www.startlab.brussels/en/postuler

Program starts on 12th of October 2022

Feel free to get in touch with Dilara for more
information : dilara@startlab.brussels



USEFUL INFORMATION



All workshops will be organized on

StartLAB.BRUSSELS*

Boulevard Saint Michel 61
1040 Etterbeek

*All trainings are planned onsite. If they are switch to online sessions, participants will be informed in due time.

Apply at
StartLAB.BRUSSELS
Brussels incubator
for impact startups!



BASIC MODULE

1949€ excl. VAT

**OPTIONAL MODULES
(MASTERCLASSES)*:**

99€ excl. VAT per workshop (2hrs)

199€ excl. VAT per evening/half day

299€ excl. VAT per day

*participants of the "Création & Croissance"
get a 20% discount on all masterclasses.

PROGRAM

The program is designed around **testing and validation of product market fit** (punctuated by workshops, challenges and coaching sessions) and optional trainings called **masterclasses**.

Masterclass are available on demand with a 20% discount for participants of the "Création & Croissance" program.



PROGRAM

BASIC MODULE + 8H INDIVIDUAL COACHING (included in the basic program price)

DATE & HOUR	SUBJECT	OBJECTIVES	
12-Oct-22	18h - 21h	Kick-Off Event	Come meet the StartLAB.BRUSSELS Team, pitch your project and meet the entrepreneurs with whom you are starting the adventure!
17-Oct-22	18h - 21h	Customer & Market discovery - Workshop	Define the problem you want to solve. Determine the potential of your market.
20-Oct-22	18h - 21h	Customer & Market discovery - Workshop	Define the problem you want to solve. Determine the potential of your market.
27-Oct-22	17h - 21h	Challenge #1 : Interviews problem	Pitch your progress and collect feedback in front of a jury.
29-Oct-22	10h30 - 12h30	Self check - Workshop	Identify your strengths and your desires according to the values you want to carry with your project.
	13h30 - 17h30	Desirability of the solution - Workshop	Create the first versions of your solution and test the reactions of your customers.
31-Oct-22	18h - 21h	Storytelling - Workshop	Learn how to pitch your project
08-Nov-22	18h - 21h	Incorporate sustainability into my BMC - Workshop	Discover Business Model Canvas in order to make your business model more sustainable.
10-Nov-22	18h - 21h	Customer acquisition strategy - Workshop	Find out how to test and validate market interest through different acquisition channels.
14-Nov-22	18h - 20h	Financial viability - Workshop	Discover pricing techniques in order to sell your product / service at its fair value.
16-Nov-22	18h - 21h	P & L Carton de bière - Workshop	Evaluate the profitability of your project by analyzing the cost structure and identifying the different sources of income.
21-Nov-22	Choice of time slot between: 08:30 a.m. to 12:30 a.m.	Challenge #2 : Interviews solution (group 1)	20 min interview to challenge your solution and collect feedback.
22-Nov-22	Choice of time slot between: 05:20 p.m. to 09:00 p.m.	Challenge #2 : Interviews solution (group 2)	20 min interview to challenge your solution and collect feedback.
28-Nov-22	17h - 21h	Challenge #3 : Customer acquisition strategy	Pitch your progress and collect feedback in front of a jury.
08-Dec-22	17h - 21h	Challenge #4 : P&L Carton de bière	20 min interview to consolidate your first financial plan.
22-Dec-22	17h - 21h	Final Pitch	Present your project to a panel of entrepreneurs and experts and collect feedback.

PROGRAM

MASTERCLASS OPTIONAL

Customize your program!

All masterclasses are organized after office hours (after 6 pm) except *

All masterclasses are online except ** **

(Not included in the basic program price)

MARKETING

Week of 17.10, 24.10, 7.11 and 14.11

- SEO (beginners & advanced)
- Google Tag Manager*
- Launch your e-commerce at low cost
- Video Marketing
- Facebook ads (beginners* & advanced)
- Email marketing
- Find your 1st marketing channels
- Growth Hacking

SALES

Week of 31.10

- Persuasion techniques */**
- Selling techniques */**

PROGRAM

MASTERCLASS OPTIONAL

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All masterclasses are online except ** **

(Not included in the basic program price)

FINANCE & FINANCING

Week of 21.11

- Basics of Finance & Types of financing

Week of 28.11 and 05.12

- Financial plan
- Fundraising
- Value based Pricing
- Fund Raising

STORY TELLING

Workshops

12.12 (FR) and 13.12 (EN) */**

Pitch

15.12 TBC

MORE INFORMATION?



■ Feel free to get in touch with Dilara
dilara@startlab.brussels