

Entrepreneurial Program

CREATION & GROWTH

Powered by
StartLAB.
BRUSSELS

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Creation & Growth | Solvay Entrepreneurs | Belgium
www.startlab.brussels/creationcroissance/





**Ensure the
success of
your
business!**

Creation & Growth

2

sessions per year (February, October)

3

months of collective & individual support

+50

hours of training (workshops, group coaching, meetings, ...) that you can complete with optional modules (masterclasses)

8

hours of individual coaching by an experienced entrepreneur



a network of experts: our entrepreneurs in residence, experts, trainers and the Start.LAB team will be there to give you the support you need



a dynamic community: you will be part of one of the entrepreneurial communities in Brussels



How to apply



Registrations

Through the online registration form below **before**
September 15th 2023

www.startlab.brussels/postuler



How to contact us

info@startlab.brussels



Practical information





All of the workshops are organized at:

StartLAB.BRUSSELS

**Boulevard Saint Michel 61
1040 Etterbeek**

For the time being, all training sessions are scheduled to take place in person. In case of change, all participants will be notified in advance.

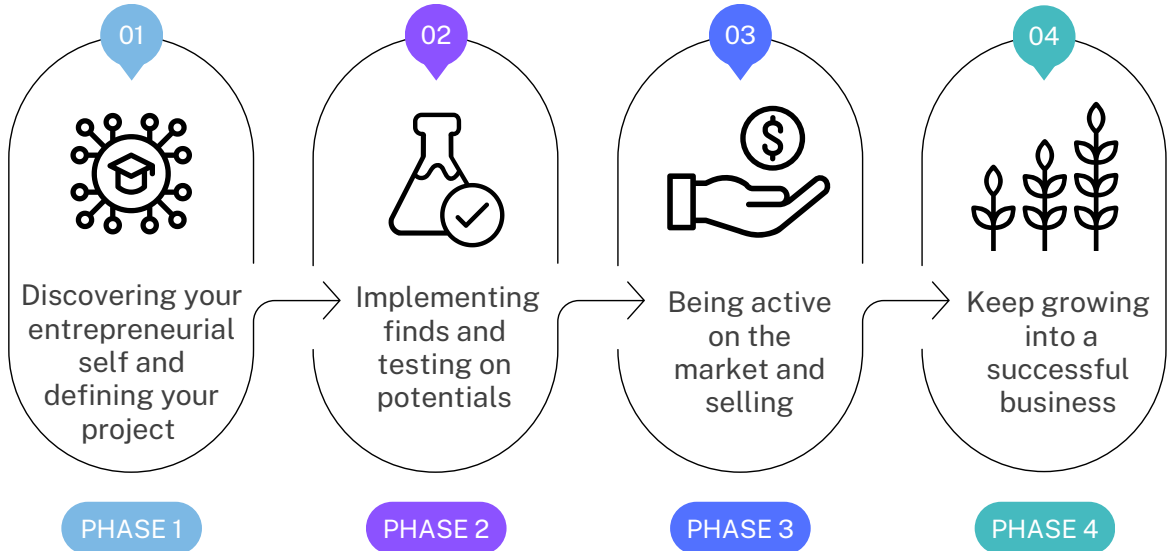




Program overview

TEST.LAB

LAUNCH.LAB





The program: TEST.LAB



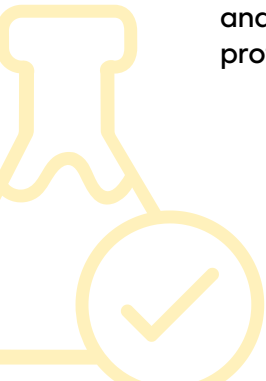
What is it about? – TEST.LAB

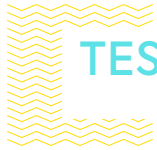
PHASE 1 & 2

Once you have been selected, you will join the Test.LAB. The aim of this first step is to determine your product-market fit. In other words, we will help you find the perfect match between your product and its market.

During this stage, we will also help you carry out a first quantitative analysis of your project as well as help you make the first prototypes of your product.

EMPATHIZE, DEFINE, IDEATE, PROTOTYPE & TEST





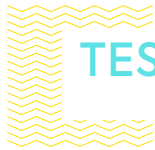
TEST.LAB – Phase 1 – WORKSHOPS

SUSTAINABILITY & ENTREPRENEURSHIP

Get to know the real deal about sustainability and entrepreneurship and what it means.

What does it mean to have a positive or negative societal impact?

Discover which kind of entrepreneur you are in a sustainable matter.



TEST.LAB – Phase 1 – WORKSHOPS

CUSTOMER & MARKET DISCOVERY

Do not think about the solution. Think about the problem first.

What's the need?

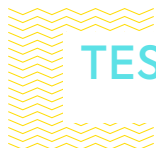
- What problem do you want to solve?
- How did you identify this problem?

Who feels this need?

- Who are the different potential customers/users?
- What is their profile?
- What are their pains?

What's your market?

- What do they do to relieve the pain?
- Why are you a better pain reliever than your competitors?

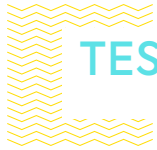


TEST.LAB – Phase 1 – WORKSHOPS

SELF CHECK

Overview of your personality, skills and network. Does it fit with your entrepreneurial project?

- Who are you? What are your motivations, ambitions? How do you react to risk? What are you passionate about?
- What do you do best? What are your skills, your qualities and your weaknesses?
- Who do you know? In which sector operates your network? Can you easily have access to it?



TEST.LAB – Phase 1 – WORKSHOPS

DESIRABILITY OF THE SOLUTION

BUILD a pretotype

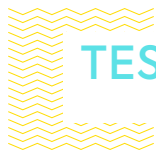
Pretotype = version of your product that can generate a high level of learning with low effort and development.

MEASURE your hypothesis

Present your pretotype to your persona and get feedback. Validate each hypothesis separately.

LEARN to keep going, pivot and prioritize

Repeat the process until you validate all fundamental hypothesis. Find your product-market fit.



TEST.LAB – Phase 1 – WORKSHOPS

INTRO – FINANCIAL ASPECTS

Feasibility indicators

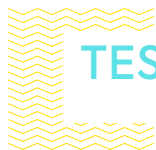
After testing your first solution, let's take note of the viability of your project.

Value based pricing & how to test your price

Discover pricing techniques to sell your product / service at its fair value.

P & L Carton de bière

Evaluate the profitability of your project by analyzing the cost structure and identifying the different sources of income.



TEST.LAB – Phase 2 – WORKSHOPS

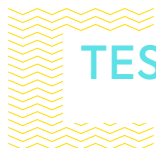
ASSESSMENT OF MY PROJECT

Where am I with my project?

Lead yourself to your goals without focusing on finding the 'perfect' route.

You are the one in charge of choosing the route and which ways you are taking to achieve your goals.

Learn how to focus on the details of your projects and the small steps you need to take in order to get your project where you want to see it.



TEST.LAB – Phase 2 – WORKSHOPS

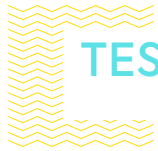
PRETOTYPE OF MY PROJECT

How do I get feedback on my pretotype?

By making use of the effectuation theory, it's you who will make your project happen.

Use the tools and possibilities you have to make things happen.

Receive feedback on your pretotype and work on these points to elevate, develop and improve your product/service for your target audience.

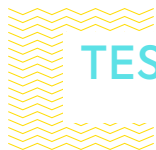


TEST.LAB – Phase 2 – WORKSHOPS

BUDGET

Overview of your pricing, revenues and costs. Is it balanced out?

- How to fix your selling price?
- What is your margin?
- What are your revenue streams?
- What are your costs?
- How to balance my budget?



TEST.LAB – Phase 2 – WORKSHOPS

BRANDING STRATEGY

How to create a strong and consistent brand?

In this workshop, you receive the essential keys to the development of a brand strategy. From the foundations to the pillars, through the perception and visibility of the brand.

How to give a strong and sustainable positioning to your brand?

TAKING ACTION

Collective intelligence

Review the steps taken during the program and take action for the next steps of your entrepreneurial journey.



The program: LAUNCH.LAB




What is it about? – LAUNCH.LAB

PHASE 3 & 4

To enter the Launch.LAB, you have to already be **selling** your product(s)/service(s) or about to. And that is already a great milestone!

Phase 3 is for you the opportunity to meet up on a regular basis once a month with your group and **Benoit, your phase 3 coach**. **External speakers** will also be invited to discuss a large horizon of topics. You will have all the keys to make your project take off!

Every month, you will be asked to set realistic goals for the coming month. You should consider this phase as a **sales boost and self development continuous proces as an entrepreneur**. Your objective will be to dare and go on the market to find your customer, sell your product/service and surpass yourself. At the end of phase 3, you will have to prove your market traction. To do this, we expect you to have increased your turnover and to have exceeded a minimum of 10,000€ in sales.





LAUNCH.LAB - Phase 3

SPRINT 1

Fixing your price might not be as easy as thought. Reflect on your pricing and adjust it if necessary.

SPRINT 2

Challenge your BMC to reflect on the sustainability of your startup.

SPRINT 3

Learn how to use social media to sell your product/service and convert your audience into clients.

SPRINT 4

Visit and learn about BelInfluence, former entrepreneurs at SLB.

SPRINT 5

Mental health is a big topic in entrepreneurship.
Learn how to care about your well-being.



LAUNCH.LAB – Phase 4

CODEV

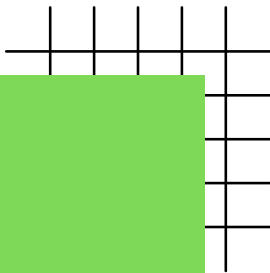
Because an entrepreneur cannot function alone, we believe collective intelligence can be powerful. Once a month, you gather with other entrepreneurs and discuss about a problematic chosen collectively by the group. This method allows to break barrier and move you forward thanks to the collective experience of the group.

BOOST DAYS

Enjoy two days per semester of group coaching and workshops. You get to gather with your phase 4 coach and work on your project. External speakers are invited to give a workshop, a talk, a presentation around a theme that matches your reality.

ADVISORY BOARDS

Advisory boards are held 4 times a year with 2 sessions each. The experts that are present will challenge, help and guide you to deal with the dilemmas you are facing within your project. You receive feedback on a situation which you will present to the experts. During this moment of sharing and brainstorming, the idea is to open up your thinking and to boost your development.



Masterclasses



Masterclasses à la carte

March

9 **Customer acquisition strategy**
6pm - 9pm

13 **Google analytics**
6pm - 9pm

20 **Google ads**
6pm - 9pm

28 **Video creation**
6pm - 9pm

April

5 **Limiting beliefs**
6pm - 9pm

8 **Persuasion techniques - FR**
10am - 6pm

11 **Financial plan - FR**
6pm - 9pm

13 **Financial plan - EN**
6pm - 9pm

18 **BMC & sustainability**
6pm - 9pm

22 **Persuasion techniques - EN**
10am - 6pm

May

3 **Storytelling - EN**
6pm - 9pm

9 **Copywriting - EN**
6pm - 9pm

20 **Storytelling - FR**
9am - 5pm



Masterclasses – March

CUSTOMER ACQUISITION STRATEGY

A STRATEGIC APPROACH TO IMPROVED CONVERSIONS

This Customer Acquisition Strategy Masterclass will delve into important topics such as identifying your target audience and developing a customer persona, mapping the customer journey to identify key touchpoints for engagement, developing a unique value proposition that communicates what sets your business apart, creating a multichannel marketing strategy that aligns with business goals and resonates with the target audience.



Masterclasses - March

GOOGLE ANALYTICS

BUSINESS PERFORMANCE OPTIMIZATION

This training will delve into the use of Google Analytics and Google Tag Manager to gain insights into a website's audience. Participants will start with a comprehensive introduction to the basics of website analytics and how Google Analytics operates. The course will then guide participants through the process of setting up a Google Analytics account, including the steps to create the account and install the tracking code on the website. The training will also focus on data collection and analysis, teaching participants how to collect and analyze data from their website, including information on traffic sources, user behavior, and conversions.

By the end of this training, participants will have a solid understanding of how to use Google Analytics and Google Tag Manager to track and analyze their website traffic and visitor behavior.



Masterclasses - March

GOOGLE ADS

A STRATEGIC APPROACH TO ADVERTISING SUCCESS

Google Ads, previously known as Google AdWords, is a powerful advertising platform provided by Google. To help you get the most out of this platform, proper training is important. This training covers keyword research and selection, ad creation, ad targeting, and reporting and analysis. Discover how to choose the right keywords and target your ads to the right audience, write effective ad copy and use various media, and use various targeting options to reach your desired audience.

Gain the skills to measure the success of your campaigns and make informed decisions for future advertising efforts with reporting and analysis tools. By the end of this training, you get the most out of Google Ads and achieve your advertising goals.



Masterclasses - March

VIDEO CREATION

FROM IDEA TO IMAGE

Training on video marketing can help you take your ideas and turn them into engaging and effective visual content. Training in video marketing is a comprehensive journey that takes you from idea to image, allowing you to turn your vision into a compelling and effective visual message.

In this training, you'll learn how to conceptualize your video, plan its creation, prepare for production. With a focus on storytelling, you'll be guided through the process of scripting and storyboarding. And what's exciting about it? If you come with your video idea, your project might be chosen by our trainer to serve as a case study and get your video worked on by a professional.



Masterclasses - April

LIMITING BELIEFS

ENTREPRENEURS AND WELL-BEING

Unlock your full potential as an entrepreneur with a masterclass on overcoming limiting beliefs. This class is designed for entrepreneurs at all stages, from start-up to growth. You will learn about the common limiting beliefs that hold entrepreneurs back, including fear of failure, lack of confidence, and limiting self-talk.

The masterclass will also cover strategies for identifying and challenging these beliefs, as well as techniques for building a growth mindset and increasing resilience. With practical exercises, group discussions, and expert insights, this masterclass will provide you with the tools and resources you need to overcome limiting beliefs and reach your full potential as an entrepreneur.



Masterclasses - April

PERSUASION TECHNIQUES

TECHNIQUES FOR CLOSING MORE DEALS

A training on sales persuasion techniques is a must-have for anyone looking to boost their sales success and close more deals. With a focus on understanding your audience, building rapport, crafting compelling arguments, and overcoming objections, this training will equip you with the skills you need to succeed in sales. You'll learn how to identify your target audience's needs and desires, establish trust and credibility, and address objections with confidence.

Additionally, you'll enhance your presentation skills and learn the art of closing, allowing you to deliver persuasive and effective sales pitches that lead to more sales. Whether you're new to sales or an experienced professional, this training will provide you with the tools and techniques you need to achieve your sales goals and succeed in the world of sales.



Masterclasses - April

FINANCIAL PLAN

A SUCCESSFUL GUIDE TO MANAGE YOUR CASHFLOW

A financial planning training for startups and entrepreneurs is crucial for ensuring the success of a new business. This training will cover budgeting, fundraising and investment, cash flow management, and financial planning. Gain practical and actionable advice to make informed financial decisions and achieve business goals. Obtain the financial knowledge and skills necessary for launching and growing a successful business.



Masterclasses - April

BMC & SUSTAINABILITY

REDEFINE SUSTAINABILITY INTO YOUR BMC

A training on challenging your Business Model Canvas (BMC) for increased sustainability is a must for organizations and individuals seeking to create a profitable and sustainable business. The training will cover reviewing the current business model, conducting a sustainability assessment, measuring impact, engaging stakeholders, and learning about sustainable business models.

Gain a deeper understanding of sustainability. Obtain the knowledge and tools to create a business model with positive social and environmental impact while delivering financial returns.



Masterclasses - May

STORYTELLING

TECHNIQUES FOR CAPTIVATING YOUR AUDIENCE

Storytelling is an art form that has been used for thousands of years to convey messages, entertain, and educate. In today's fastpaced world, the ability to effectively tell a story is more important than ever, as it can help build rapport, engage audiences, and drive action. Through interactive exercises and group discussions, you will gain hands-on experience in telling stories and receive constructive feedback to help you improve your skills. You will dig into your personality, your background to retrieve key element to tell a story around your startup.

By the end of this training, you will be able to pitch your startup with impact. This will allow you to be more incline to convince potential future investors or simply to market your startup more efficiently.



Masterclasses - May

COPYWRITING

THE POWER OF WEB COPY

A training in copywriting for websites is essential for anyone looking to improve their online presence and attract more customers. This training will cover understanding the purpose of website copy, developing a tone of voice, writing compelling headlines, crafting effective body copy, optimizing for search engines, and measuring success. Perfect for entrepreneurs, this training will equip you with the skills and techniques needed to write engaging website copy that drives traffic, engagement, and conversions.

And what's exciting about it? When you register, you can candidate for your project to become the case study of this masterclass. Your project might be chosen by our trainer to serve as a case study and get your website improved/worked on by a professional.



Pricing



Pricing Phase 1

BASIC MODULE (WORKSHOPS)*

€ 1700 excl. VAT

OPTIONAL MODULES (MASTERCLASSES):**

€ 99 excl. VAT per workshop (3h)

€ 299 excl. VAT per day (AM & PM)

*Basic module includes: planned workshops, use of coworking spaces and 8 hours of individual coaching.

**Creation & Growth projects will benefit from a 20% discount on the base price of the masterclass. (to be calculated on given price above)



Pricing Phase 2

BASIC MODULE (WORKSHOPS)*

€ 1800 excl. VAT

OPTIONAL MODULES (MASTERCLASSES):**

€ 99 excl. VAT per workshop (3h)

€ 299 excl. VAT per day (AM & PM)

*Basic module includes: planned workshops, use of coworking spaces and 8 hours of individual coaching.

**Creation & Growth projects will benefit from a 20% discount on the base price of the masterclass. (to be calculated on given price above)



Pricing Phase 3

BASIC MODULE (WORKSHOPS)*

€ 2000 excl. VAT

OPTIONAL MODULES (MASTERCLASSES):**

€ 99 excl. VAT per workshop (3h)

€ 299 excl. VAT per day (AM & PM)

*Basic module includes: planned sprints, use of coworking spaces and 8 hours of individual coaching.

**Creation & Growth projects will benefit from a 20% discount on the base price of the masterclass. (to be calculated on given price above)



Pricing Phase 4

BASIC MODULE (WORKSHOPS)*

€ 1800 excl. VAT

OPTIONAL MODULES (MASTERCLASSES):**

€ 99 excl. VAT per workshop (3h)

€ 299 excl. VAT per day (AM & PM)

*Basic module includes: planned sprints, use of coworking spaces and 8 hours of individual coaching.

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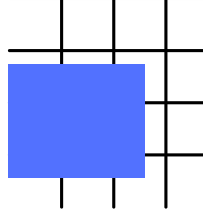
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Need more information?

Do not hesitate to visit the **website**:
<https://startlab.be/creationcroissance/>

Do not hesitate to contact Marie Lambert for more information on our **masterclasses** à la carte :
marie@startlab.brussels

Questions about the **specific phases**?:
Phase 1 & 2 FR - joelle@startlab.brussels
Phase 1 & 2 EN/NL - dilara@startlab.brussels
Phase 3 & 4 - marie@startlab.brussels



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