

Workshops modules for early-stage Start-up's

I am motivated to work with young people, explore new ideas and support entrepreneurs with my professional network. It is a great pleasure for me to pass on my knowledge and provide my dedicated support to the success of the Start-up projects. I could accumulate in my professional career a broad experience in product and service companies doing worldwide business. For 20 years I am engaged and enthusiastic in coaching entrepreneurs building up their own sustainable companies. I coached in this time successfully over 60 companies from an idea stage to series A/scaling mode.

Offering:

The workshops are developed over the past years, based on coaching feedback and need from the Start-up's. My goal is always to give practical hands-on input creating value for the co-founders.

| WS title | Abstract | WS objective | Who should attend |
|--|---|--|--|
| Building your own Start-up | Showing the critical business success factors and the interrelations. | Understand the points to consider verifying your business idea. | People who plan to build their own Start-up. |
| Business & Financial planning (2 parts) | Steps to plan your business, identify wholes and understand the context of business parameters. | You know, how to structure and plan your business idea and get the financial theory to make your first planning. | People who seriously want to start or have started their own Start-up (early stage). |
| Pitch Training | Rehearsal of existing slides, the pitch is reviewed with life performance. | Have your pitch in order, a smooth story with valuable content at the right place. | Founder who wants to raise funds or convince other people about the business idea. |
| Financing | Various financing issues and phases as well as alternatives are presented. | Understand the funding process, arguments and required preparation work. | Founder who wants to raise funds. |
| Recruitment | Overall view on the recruitment process with practical notes. | Full understanding what it takes to successfully recruit people. | Co-founders hiring first new team members after financing round (pre-seed/seed). |
| Marketing & Sales | Tools and methodology are introduced. | Get the basics in marketing and understand the strategic impact. | Co-founders with technical background. |


It is a race! perseverance – focus – commitment - deliver

Workshop are performed individually or for a group of Start-up's. Normally the WS takes 3 hours.

Coach and Trainer:

I have a broad entrepreneurial experience as co-founder of several companies in the service and product business. As a young engineer I have developed products for the telecom industry and managed business units in the USA and Switzerland.

In 2014 I had the pleasure to found with a partner my own technology Start-up company www.dacsystem.ch. This venture was full of new refreshing practical experiences and showed me again all the elements that are necessary to build up your own successful Start-up company. It gave me the opportunity to adopt new concepts such as Lean Canvas and implement my own detailed business and financial plan.

| | |
|---|--|
|  | <p>2019 – today Accredited Regular Coach InnoSuisse 2017 – today Coach be-advanced 1999 – today Board Member in High Tech Start-up's 1999 – today Co-founder Linkin AG (former BG&P AG) 2014 – 2019 Co-founder DAC System SA 2003 – 2014 CTI Start-up Coach / Head Coach 1989 – 1999 Vice President, JV with Ericsson 1985 – 1989 R&D Engineer @ ABB and Tacan Corp. California</p> |
| Contact | christian.brand@linkin.ch - 079 311 3560 |
| <p>Co-founder and Partner Linkin AG, Technical Consultants www.linkin.ch Co-founder DAC System SA, an IoT Start-up www.dacsystem.ch Owner of Brand, Gallusser & Partner AG, www.bgandp.com</p> | |

It is a race! perseverance – focus – commitment - deliver