

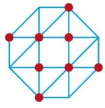


Acceleration Plan Educational innovation with ICT



EdTech

YES!Delft Validation Program Guide 2019

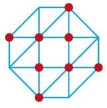


Introduction

By participating in the Validation Lab, you acquire the right skills, receive an extensive toolset & get access to the YES!Delft ecosystem to tackle the most significant challenges you'll face during the whole lifecycle of your startup. Joining the program allows you to find your Product-Market Fit while learning how to validate different aspects of your business.

From day one, every week, you will be guided and challenged by our Validation Lab team to Get Out Of The Building (GOOB) and start talking with your customers. By the end of the program, you will know for sure whether you and your dream team should pursue full-time the dream of building your own business.

- **TECH COMMUNITY**
- **PEER-2-PEER COACHING**
- **BROAD NETWORK**
- **NO EQUITY**
- **FOCUS & STRUCTURE**
- **EXTENSIVE EXPERIENCE**



EdTech

ED TECH VALIDATION LAB | WHY JOIN?

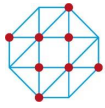
EdTech is one of the fastest-growing industries with data-rich educational platforms being adopted more and more, and huge growth in (global) investments.

The Acceleration Plan Educational Innovation with ICT is a collaboration of the Association of Universities in the Netherlands, The Netherlands Association of Universities of Applied Sciences, and SURF to maximising the opportunities technology offers high education. This is based on three ambitions:

- To improve the connection to the job market
- To make education more flexible
- To learn smarter and better with the use of technology

Startups will get a chance to launch their business through the **EdTech Validation Lab** with academic experts from corporate partners such as **Amazon Web Services**, Dutch universities, business experts, and access to testing groups, launching customers and funding possibilities.





Program Goals

Methodology Goals

We use our in-house developed methods based on the experience we gathered since 2005. With tools such as lean startup theory and value proposition design, we get you started and connect you to talk with as many potential customers as possible. We have designed tools to help you structure your customer and market validation. So you can test your riskiest business assumptions and validate your ideas as quickly as possible.

Customer Goals

You will unveil the greatest pains of your customer and their most wanted hopes while learning about the job your customer wants to get done. You know where to find your customers, how to reach them and learn to figure out what your customer is (not) telling you. We don't want you to be spending time on building products that nobody wants. Thus, we will get you to talk with actual potential customers.

(Beachhead) Market Goals

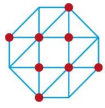
Focus is your friend! It is how you will be able to structure your beachhead markets, find your end market, and use solid reasoning for choosing to enter these markets. By the end of the program, you will know which market to conquer and how to get there as quickly as possible.

Value Proposition Goals

When you have a solid value proposition, you will be able to explain to anyone in one sentence what you are doing. You will be developing different value propositions for various customer segments because you have validated the specific pain relievers and gain creators for various beachhead markets.

Pitch Goals

You have a strong elevator pitch, can pitch anywhere, anytime, but you also know who you need to convince. You know how to pitch without going into sales-mode, you know how to get new team members on board, find your first (seed) funding and convince any audience of your business idea.



Selection Criteria

Tech Innovation

You need to have a distinguished innovation on the market. A patent or protected know-how can be a threshold for other companies to easily copy your business idea.

Commitment

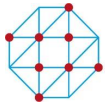
Presence of at least two co-founders is mandatory and key for the program.

Ambitious Team

Building a strong team with matching skills and a cultural fit requires people that are not only ambitious but disciplined, willing to learn from others, and open for feedback. These are the teams that are proven to perform better

Business Potential

Your business idea has the potential to scale and disrupt the status quo in your end market.



Methodology

Plenary Workshop

Every week we dive into subjects that are relevant for startups in your field of expertise. From IP and legal challenges to team dynamics – we have got you covered. We are using a result-oriented approach instead of broadcasting; we want you to get to work!

Peer2Peer Sessions

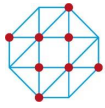
Receive coaching through our peer-to-peer methodology. We believe that entrepreneurs are best coached by other entrepreneurs. Thus we have created a program which has an emphasis on peer-2-peer sessions where your fellow entrepreneurs will coach you in the process.

Expert Sessions

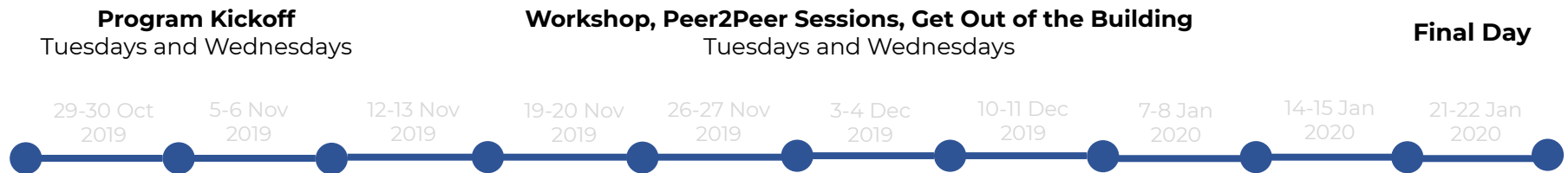
Once accepted in the Validation Lab, you are in the YES!Delft ecosystem. You can make appointments with our Entrepreneurs-In-Residence and enjoy our VrijMiBo where you can connect with other startups. Moreover, you can directly book meetings through Startup Corner with our corporate partners, this way getting access to their expertise and services for free.

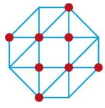
Mentoring

YES!Delft has a vast network of specialized mentors. Each startup is matched with a dedicated mentor that is available for individual coaching during the whole duration of the Validation Lab.



Program Structure





Team

Entrepreneurs in Residence

Our Entrepreneurs-in-Residence are amongst the most valuable resources in our community. They know everything about the pitfalls of starting a company while providing both strategic and operational advice to young and ambitious founders.

Mentors

Our mentors are proven experts, either investors or entrepreneurs. They are part of our network to share their knowledge and experience in accelerating innovation. Their specializations are matching our focus areas, so together with their industry expertise, can help your startup on each phase of your growth.



Ruben

Kranendonk

Startup Trainer

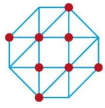
“I challenge you to validate your business potential, get you to talk to over 60 customers within three months and make sure you get your startup priorities straight.”



PIM BELLINGA

Mentor EdTech
Validation Program

“I liked contributing as a mentor to the EdTech Validation Lab. It was great to see the different startups explore the possibilities and every week focus more on where they delivered most value. Everyone was enthusiastic, dedicated and I hope they learned a lot from the program. I certainly did!”



Application Process

■ Application Form **20 September 2019**

Apply through the form on YES!Delft website

APPLY HERE

■ Pitch to selection committee **8 October 2019**

You pitch your startup idea in front of the selection committee

■ Start Program **29 October 2019**

Start of your new adventure at YES!Delft



Acceleration Plan Educational innovation with ICT



EdTech

YES!Delft Validation Program Guide 2019