

# Internship in own startup PROGRAM

**FALL 2021**  
EARLY STAGE TRACK

The internship program for 'internship in own startup' consists of a number of mandatory workshop and sparring activities, as outlined in the program below. In addition, there will be group guidance as well as the opportunity for individual guidance by The Kitchen's business developers.

**KITCHEN**

# SEPTEMBER

## **Kick-off meeting**

02/9 kl. 10.00-12.00 - Conference Room

## **Workshop: Get out of the building**

07/9 kl. 09.00-11.00 - Conference Room

## **Get out of the building - follow up**

10/9 kl. 09.00-11.00 - Conference Room

## **Foundersparring**

13/9 kl. 11.00-12.00 - Conference Room

## **Workshop: Value proposition**

21/9 kl. 09.00-11.00 - Conference Room

## **Value proposition - follow up**

24/9 kl. 09.00-11.00 - Conference Room

## **Foundersparring**

27/9 kl. 11.00-12.00 - Conference Room

# OCTOBER

## **Workshop: Business modeling**

05/10 kl. 09.00-11.00 - Conference Room

## **Business modeling - follow up**

08/10 kl. 09.00-11.00 - Conference Room

## **Foundersparring**

11/10 kl. 11.00-12.00 - Conference Room

## **Workshop: Brand Building**

12/10 kl. 09.00-11.00 - Conference Room

## **Brand Building - follow up**

15/10 kl. 09.00-11.00 - Conference Room

## **Foundersparring**

25/10 kl. 11.00-12.00 - Conference Room

# NOVEMBER

## **Foundersparring**

08/11 kl. 11.00-12.00 - Conference Room

## **Foundersparring**

22/11 kl. 11.00-12.00 - Conference Room

## **Final meeting**

29/11 kl. 10.00-12.00 - Conference Room

# CONTENT OF WORKSHOPS

## GET OUT OF THE BUILDING

In the beginning of a startup process, we make many assumptions about our customers, the market and value proposition.

In this workshop, we focus on how you can validate the assumptions for your business idea by getting out of the building.

This is not a workshop on sales, but a workshop on how to get a deeper understanding of the problem your solution tries to solve.

On this workshop, you will gain concrete tools for how to approach your potential customers, stakeholders, partners etc.

In the first workshop, you are introduced to the lean business approach on how to get early feedback on your business idea. In between the workshops, you will approach relevant stakeholders, customers, partner etc. In the follow-up workshop on the following Friday we will discuss your findings and provide feedback in groups.

## VALUE PROPOSITION

The value proposition is one of the most fundamental building blocks of your startup. In this workshop, you will gain a deeper understanding of what value you are creating for your customers and what kind of problem you are trying to solve.

In the first workshop you will get concrete tools for how to identify your product-market fit. At the follow up session we will meet again and discuss your findings.

# BUSINESS MODELING

A business model is a tool that helps to describe how an organization creates, delivers, and captures value. It identifies the products or services that the business plans to sell, its target market, and any anticipated expenses. Business modeling will help you to steer your idea as you start and grow.

During the workshop, you will learn the history of business models and be introduced to one of the most well-known visual business model structures in the industry, called the Business Model Canvas (BMC). We will discuss each section of the 9-component canvas and show examples of real business cases. The majority of the time will be spent brainstorming your own unique business case and filling in each section of the BMC with your initial hypotheses.

# BRAND BUILDING

Building a business is not just a product race, but just as much a race to communicate why our customers need our products.

In essence the road to success has two parallel tracks:

1. Invent stuff worth talking about
2. Tell stories about what you invented

Whether you are B2B or B2C, brand strategy is about creating an identity that captures the strongholds and ambitions of your startup to deliver the business strategy in a precise, relevant and compelling way. A way that aligns your business and connects with your audience on an emotional level. In this workshop we will establish an understanding of branding methodology and tactics and provide tools for how to start building your own brand platform that is the strategic verbal foundation of your brand.