



Menu of Services

SynergistEIC

EIC Track



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1. Commercialization model and pricing strategies and hands on support with refining the commercialization strategy

- Business Strategies (business development, revenue models, pricing strategies, product/service validation approaches)
- Business model (canvas, distribution model vs. pricing, revenue streams)
- Market analysis, customer analysis, cost analysis, pricing strategies, pricing psychology, pricing implementation
- Commercialization models and pricing strategies

2. Go to market tactics and refining of internal sales processes and tools

- Business development (customer segmentation, pilots with customers)
- Go To Market (customer journey, onboarding customers, feedback loops, campaign management)
- Business coaching (business model development, go to market strategies)
- Customer Approaches to reduce time to market and product/service validation (fail fast & learn faster)
- Go-to-market channels, marketing tools, traction KPIs, marketing campaigns
- Sales process, CRM tools, monitoring and KPI setting, performance monitoring
- Go to market tactics and refining of internal sales processes and tools

3. Sales or demo calls role play and real time feedback

- Sales pipeline, sales performance and management
- Sales script, outreach tools, sales pipeline management
- Sales script, outreach tools, sales pipeline tools, management of customers
- Simulation meeting with potential client (big corporation)

4. Material reviews, introductions with investors - venture or private equity funds

- Fundraising Strategy & Investor Matchmaking
- Fundraising process steps
- Fundraising during recession, the role of Advisory Board
- How to approach investors
- Feedback on documents

5. Innovation procurement opportunities (public or corporate procurers)

- How to go through the process of procurement from consortiums with other organisations in order to access procurement calls
- Feedback on how to get involved in procurement applications, inform about procurement opportunities

6. Scalable sales approaches, scripts and lead generation processes

- Sales tools, scripts, lead generation campaigns
- Advisory and feedback on implementation of sales process

7. Access to market, including internationalisation

- Advisory and feedback on how to scale internationally, how to build partnerships, how to choose better markets
- How to scale up digital products - specifically digital platforms providing SaaS services, setting up commission and revenue share models for distributors if relevant
- Understand the markets (different market structures for different countries; how to approach different cultures; how to identify supporting stakeholders; how to manage regulatory issues)

8. Investor readiness

- Pitching skills (Pitching to private investors)
- Investment readiness (key elements to develop on how to attract private investors)
- Access to Funding / Fundraising Process
- Pitch deck, fundraising strategy, valuation, contacting and negotiating with investors
- Crafting a pitch deck, formulating an investment strategy
- Advisory Board as complementary avenue of interest to fundraising, how to select members of the board, how to collaborate with them and benefit from their networks.
- How to approach investors - discovery vs. call phase, step by step process in detail

9. Other needs-based advisory services

- EU grants introduction - non dilutive investment opportunities
- Voluntary Carbon Market
- Product & Design
- Product management
- Needs validation, customer segmentation
- Sustainability for a better future and for an effective market uptake
- EIC features and funding instruments (how they work and what you need to succeed)

synergistEIC



<http://www.synergisteic.eu/>

info@synergisteic.eu



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