

CURRICULUM CONTENT

Session 1 – Bucharest, January 16-17, 2012

Entrepreneurial product marketing

- Critical success factors in entrepreneurial product marketing
- Entrepreneurial product marketing: SensAble Technologies and Brontes Technologies case studies
- The importance of, and how to give a great elevator pitch
- Marketing communications
- Business models to optimize success and gain competitive advantage
- “Blue Ocean Strategy” Marketing
- Outline for starter marketing plans presentations
- Basic principles and concepts of inbound marketing
- Build personal marketing plans

Session 2 – Bucharest, February 13-14, 2012

Global sales strategies for ambitious Romanian entrepreneurs

- High value sales, sales management and predictable strategic customer relationships
- Creating a sales and customer focused culture in your company
- Maintaining customer focus; making the numbers
- Managing a global sales organization: critical accounts, compensation, motivation, Q-to-Q performance
- Communicate your value proposition to CEOs of prospective customers
- Writing business plans that raise money
- Recruiting, motivating and building a world class sales team

Session 3 – Bucharest, March 26-27, 2012

Entrepreneurial operational excellence

- Entrepreneurial marketing at a high performance company: commerce bank case study
- Business plans that generate success
- The leverage of customer satisfaction and client retention
- Intelligently raising money for your venture
- Local corporate governance
- The art and science of the advanced elevator pitch: focus on business partners and potential investors
- It’s all about the people
- Promoting an environment of innovation

Session 4 – Bucharest, April 23-24, 2012

Designing, leading and building world class management team

- Management vs. leadership: a fundamental difference
- Leadership, corporate culture and growth: the “Meg Whitman at eBay” case study
- Building a world-class entrepreneurial team
- Lessons on leadership from “Twelve angry men”
- Building your venture: understanding the diversity of teams

Session 5 – Bucharest, May 7-8, 2012

Entrepreneurial financing for growth

- The importance of the financing process and responsibility for its execution
- Getting yourself into the right mindset to raise money
- Sources of funding
- Principles of estimating the size and timing of a potential financing source
- What international investors look for: business plans that generate success and raise money
- What makes an outstanding investor presentation
- Raising the next round
- Driving the process versus being driven by the process
- Multiple rounds of financing considerations
- “Brontes Technologies” and “startup.com”: case studies in financing
- What to do once you have raised the money

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