



VALENCIAN GLOBAL

Growth Program

The link to the **Boston** entrepreneurial *ecosystem*

The regional **accelerating program** for innovative companies in the Valencian Community

Contact and Applications

If you want to know more about this program contact:

Elena Besalduch

ebesalduch@ib-businessinnovation.com

+34 676740073

Visit the web www.ib-businessinnovation.com
and www.valencianglobal.com
where you will find the application form.

Apply now
to the

2014

edition before
30th APRIL



OVERVIEW

Valencian Global (VG) is the regional accelerating program for innovative companies in the Valencian Community. The carefully selected companies with high potential for global growth will increase their annual revenues by twenty within 5 years.

The program, led by Business Innovation and Entrepreneurship Ventures and co-financed by the Generalitat via the IVACE (Instituto Valenciano de Competitividad Empresarial), intends to create a link to the Boston entrepreneurial ecosystem, Route 128, where the majority of innovative companies are located with access to centers of excellence such as MIT (Massachusetts Institute of Technology).

The third edition of the program will start in September 2014 and will last 15 months.

“Entrepreneurs need more than passion; they need quick access to customers, networks for recruiting top talent and funding their growth”

“This program will help you to get focus and find the right business model for sustainable growth”

WHO SHOULD APPLY?

Entrepreneurs and executive managers with experience, ambitious goals and high potential that want to build a global company and take it to the next level.

Selection Criteria

Companies with an **innovative product or service**

An **ambitious and proactive** management team

A turnover around **€ 0.5 million** in the last 12 months

Global market of **€ 400 million**

1
WORKSHOPS



2
ENTREPRENEURSHIP
DEVELOPMENT
PROGRAM
(EDP)



3
CUSTOM
COACHING
PROGRAM
-24 STEPS-



4
ECOSYSTEM



Valencia

THE PROGRAM

1 WORKSHOPS A series of 2 day workshops designed for ambitious CEOs and their top management teams:

SALES 30 September-1 October "GLOBAL SALES STRATEGIES"

Two days, led by Ken Morse & Laura Barker Morse. Designed to prove the attendees global sales & sales management skills, and the effectiveness of their sales and customer relationship management processes.

MARKETING 20-21 October "ENTREPRENEURIAL PRODUCT MARKETING: LISTENING TO VOICE OF THE CUSTOMER"

Two days, led by Bill Aulet & Ken Morse. Helps attendees to create an outward oriented company understanding, and continually meeting the customer's needs in a mutually beneficial and sustainable manner.

TEAMS 18-19 November "DESIGNING, LEADING AND BUILDING WORLD CLASS MANAGEMENT TEAMS"

Two days, led by Laura Barker Morse & Ken Morse. Enables the attendees to better design the organization, recruit and retain top notch talent, and lead the organization to achieve its full potential on the global stage.

FINANCE 13-14 January "GROWTH FINANCING FOR AMBITIOUS ENTREPRENEURS"

Two days, led by Graham O'Keefe & Ken Morse. This class provides understanding of the fundraising processes and will enable the attendees to become more efficient and effective in establishing their long-term financing strategies and to raise the right funding from value added sources.

2 ENTREPRENEURSHIP DEVELOPMENT PROGRAM

MIT Sloan Executive Education - Cambridge, Ma.

This program leverages MIT's culture of entrepreneurship to help entrepreneurs to learn what they need to develop ideas into successful business.

3 CUSTOM COACHING PROGRAM

Each company will receive a diagnosis and the team of experts will design a custom coaching program following the **"24 steps" Methodology**. These tailored coaching sessions will provide invaluable help for strategic decision-making. You will have access to a network of business contacts which may include introductions to customers, investors and partners. The participation of the coach can be as direct as interviewing a candidate for a Sales Executive position, negotiating a term sheet with a Venture Capital Firm, or closing a sales contract with a strategic customer.

4 ECOSYSTEM

The companies will be introduced in the ecosystem and will have the opportunity to **form long term strategic relationships** with worldwide leaders in the entrepreneurial business community, including angel investors, venture capitalist, successful entrepreneurs and corporate decision makers. Attend the most relevant business events in Valencia like EmTech and Forinvest 2.0 Entrepreneurs.



Boston

“

Participating in the VGGP has been a really positive, eye-opening, and valuable experience. Many of the things said were known and others were just plain common sense. However, they were situated in a new perspective, allowing the participants to consider issues from different angles and creating a framework for the whole business and development process. Moreover, attending the EDP at MIT is awesome, great, exhausting and amazing. To put it in a nutshell: world in training and coaching from top notch faculty and instructors.

// **Daniel Vicente, managing director, Tecatel**

Before this two-day training by Laura and Ken, I had not realized the importance of networking or that the leadership style of the CEO was a critical success factor in starting up a company globally. I can now say with certainty that building professional relationships efficiently is something you must learn and practice often if You hope to achieve real success.

// **Elisabet de los Pinos, founder and CEO, Aura Bioscience Inc.**

Madrid and Cambridge, M.A. named in 2010 as a Technology Pioneer by the World Economic Forum and as one of the "40 under 40" by the Boston Business Journal

The economic impact of the Valencian Global companies during the first editions which have raised 10 mill eur of private funds, increase revenues by 150% and increase employment by 29% has contributed to create an innovative ecosystem in the Valencian region

// **José Vicente Pons, Business Innovation**”



Ken Morse
Chairman and CEO
Entrepreneurship Ventures



Laura Morse
Managing Director
Entrepreneurship Ventures



Bill Aulet
Senior Lecturer & MD,
Trust Center for MIT Entrepreneurship

World Class Team



Graham O'Keeffe
Partner at Joy Capital



Jose Vicente Pons Andreu
CEO and Founder of
Business Innovation

FINANCING

Your Project can get up to 175.000 EUR
from a participative loan by the IVACE.

Organized by:

Financed by:

Sponsors:

