



ACCELERATING INNOVATION IN
HEALTH TECH, SMART CITY
AND GREENTECH

Joint Programme Training Sessions

MVP phase

Workshop no. 1

4th April 2023

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Union's Horizon 2020 research and innovation
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WORKSHOP NO 1: INTERNATIONAL BUSINESS DEVELOPMENT

Agenda*

- **4.4.2023**

12:00-14:00 CET	<p>Gergö Gulyás</p> <ol style="list-style-type: none"> 1. Differences between start-ups and SMEs 2. SMEs 3. The Benefits of Going Global 4. Challenges 5. Being Prepared – Strategic Mindset 6. Market research 7. Partners Abroad 8. When and Where to Expand <ol style="list-style-type: none"> a. Methods of Going Global b. Distance analysis (CAGE) c. SWOT d. PESTLE e. Market Attractiveness & Competitive Strengths 9. The minimums of international sales 10. Q&A
14:00 – 14:30 CET	Break
14:30 – 16:30 CET	<p>Tamas Szeker</p> <ol style="list-style-type: none"> 1. Lead Generation vs. Sales Prospecting 2. The Key Challenges of Sales Prospecting 3. How to Succeed in Sales Prospecting? <ol style="list-style-type: none"> 1. Identifying the Right Clients 2. Finding the Ideal Point of Contacts 3. Getting the Email Addresses 4. Writing Effective Cold Emails 5. Following up on the Cold Emails 4. Q&A

WORKSHOP DETAILS

Workshop 1: International Business Development

Goal: The workshop will help startups to raise open rates and response rates when doing cold outreach thus gaining strong early traction and acquiring their first clients.

Speaker: [Gergő Gulyás](#),

Title: Co-founder, Innovation & Business Growth Partner at iScale Hub

Expertise: Strategist, Finance and Innovation Expert

Bio: Innovation management expert, helping governments, universities and multinational corporates to efficiently design and run innovation programmes across the globe. Co-founder at iScale Hub and co-leader at Wolves X with a great network of investors.

Title of training part 1: [The Challenges of International Market Entry](#)

Outcome: "This workshop will explore the benefits and challenges of international market entry, covering strategic considerations for expanding into foreign markets. By the end of the workshop, participants will have the knowledge to confidently navigate the complexities of international expansion."

Speaker: [Tamas Szeker](#)

Title: Co-founder, Innovation & Business Growth Partner at iScale Hub

Expertise: International Business Development Strategist, Innovation Expert

Bio: Innovation and business growth expert specializing in international expansion, fundraising, B2B sales and business development; Co-founder of iScale Hub, Innovation & Funding Growth Partner at Strata, Cybersecurity Growth Partner at STP Ventures, Ambassador at South Europe Startup Awards.

Title of training part 2: [How to Build an Effective Sales Prospecting Strategy to Find and Convert More B2B Clients?](#)

Outcome: "According to statistics, most salespeople find sales prospecting to be the most challenging part of the sales process. The workshop aims at shedding light on the key obstacles salespeople face every day and at providing the audience with a practical guideline - inc. sales tools and proven methodologies - for succeeding in sales prospecting: from identifying the ideal B2B clients to designing an effective outreach strategy."

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