



ACCELERATING INNOVATION IN
HEALTH TECH, SMART CITY
AND GREENTECH

Joint Program Training Sessions

MVP phase

Workshop no3

20th April 2023

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WORKSHOP NO 3: PUTTING CUSTOMERS FIRST: THE KEY TO BUSINESS GROWTH

Agenda

● 20.4.2023

12:00-14:00 CEST	<p>“Go-to-market and Product Strategy”, Jasna Klemenc</p> <ul style="list-style-type: none"> • Go-to-market: strategy, tactics, execution • Beachhead vs. Niche Strategy • Minimum Viable Product (MVP) / MVP Myths • Minimum Viable Tests (MVTs) / Minimum Viable Segment (MVS) • Exploration mindset <ul style="list-style-type: none"> ➢ Learning through discovery interviews ➢ Talking to your ideal customers • Product strategy • QA
14:00 – 14:30 CEST	<p>Break</p>
14:30 – 16:30 CEST	<p>“Pitching for success: How to make customers buy”, Tomaž Pavlica</p> <ul style="list-style-type: none"> • The role of sales in the era when buyers buy - what we sell, what customers buy • What is a Buyer persona and the importance of it • Empathy and emotions in decision making • Customer needs and expectations management • What is perception and how we manage it: <ul style="list-style-type: none"> ➢ perception of value ➢ external influences on perception and how to use them in pitching ➢ internal influences on perception and how to manage them in pitching • Sample pitching strategy - step by step - on how to use presented elements to convince customers to buy from us • Q&A

WORKSHOP DETAILS

Workshop 3: Putting Customers First: The Key to Business Growth

Goal: A go-to-market strategy and product strategy work together to establish the brand and reputation of the product, building trust with customers and making them more likely to buy both now and in the future. The benefits of a well-crafted pitching strategy include the ability to effectively communicate the value proposition of the product or service, create a sense of urgency and excitement around it, differentiate it from competitors, and ultimately persuade customers to make a purchase.

The initial stage of the workshop focuses on aligning the go-to-market and product strategies before launching any product or service. This ensures that the value proposition is effectively communicated to the target audience and that the product meets their needs and expectations. The second part of workshop will help startups to better understand the perspectives of buyers and develop sales and/or pitch strategies that will be more efficient and successful.

Speaker: Jasna Klemenc



Title: Product and growth bridge builder. Go-to-market designer and launch coach.

Expertise: go-to-market strategy, tactics and execution, positioning, segmentation, differentiation, prospecting and lead generation, networking, digital professional identity, social networking, trade shows, marketing collateral

LinkedIn profile: <https://www.linkedin.com/in/jasnaklemencpuntar/>

Bio: Jasna Klemenc is a growth strategist with over 20 years of experience growing products and businesses across tech startups and enterprises. Launching more than 20 new products in 7 different industries in B2B and B2C has enabled her to dig into systems and processes. She brings a unique perspective because of her experience across a full stack of product and marketing. Her work has enabled her to design a repetitive process on infiltrating any market, globally or locally. As a passionate workshopper she also facilitates brand and design sprints. Her side obsession is LinkedIn, sharing in public, and building experts' personal brands. She is also one of the co-hosts of the #LinkedInLocal initiative for Domžale and Kamnik. Since publishing Why a Killer Go to-Market Always Wins over a Great Product became one of the most highlighted articles on Medium.

Title of training part 1: Go-to-market and Product Strategy

Outcome: Define the first or second hypothesis of a minimum viable segment (MVS) aligned with a minimum viable product (MVP) because a killer go-to-market always wins over a great product.

Speaker: Tomaz Pavlica



Title: director & owner PALOK d.o.o.

Expertise: Sales, marketing, CX management, behavioural economics, process optimisation, business model development, organisation set-up, project management

LinkedIn profile: <https://www.linkedin.com/in/pavlicatomaz/>

Bio: “I create out of the box thinking as a basis for evolution, growth and long-term success. In the first part of my career, I worked for big local and international companies in Slovenia and abroad. As a team and project leader, I helped develop and create new solutions and business models. Now, I work as an independent with entrepreneurs. We have already created solutions and implemented differentiation and competitive advantage strategies for more than 40 cases.

I like to work with people who are not afraid to change, evolve and try new, different solutions in this fast-changing environment. Based on international experience, ongoing education and goal orientation. I'm also very active as a lecturer at conferences and trainer in training and education programmes.”

Title of training part 2: Pitching for success: How to make customers buy

Outcome: This workshop will make you sell more successfully by changing your perspective: from focus how to sell to the focus, how to make the customer buy. There are many sellers who sell, but the customer at the end buys from one - how to make it that the one is you. The workshop will give you some basic solutions that can effectively influence the behaviour of your potential buyer and make him/her buy from you. You will get a sample road map and techniques, that you can use immediately, on how to enter a selling process, be confident, drive the process and achieve success. «

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