

READY2



Having a startup is cool unless you are stuck in a startup phase forever. Do you realize growth is essential but cannot scale your company being too busy in day-to-day operations? Just let us know you are READY2scale! READY2scale is a unique Program designed to boost your company's growth. It is a hands-on program designed for the needs and reality of entrepreneurs that have the ambition to expand. READY2scale offers you a balanced mix of personalized advice, mentoring, workshops and matching with investors, corporates and talent. We help you to get your company to the next phase of growth.

Why is this Program for you?

You are an entrepreneur with a strong ambition to grow. Your company has over €100k in annual revenues or €100k+ in funding. You and your team have already made the first steps to get to the next level of growth but you have the feeling that things can develop faster. Just hiring advisors doesn't work for you. You like to learn from other entrepreneurs who successfully expand their companies. You also realize the importance of attracting skilled talent and new knowledge to your company. Making your company investment ready and getting introductions to investors is among your priorities. Finally, you see the value in a network of mentors who can coach you and help you with relevant introductions.

What will you gain?

- Learn directly from successful entrepreneurs
- You will be introduced to a network of high profile mentors and investors
- Pitch your company to corporates clients
- Get applied knowledge of subjects like; growth, funding, digital strategy, team & international
- Introductions to the most talented students from the Amsterdam Universities

Facts

Period	May – Nov / Oct – March
Timing	Monthly sessions on Wednesdays from 1600 to 2100
Location	Amsterdam Region
Fee	€2.750 - € 5.500*
Language	English

* Fee divided into group Program (€2.750) and tailored advice (€2.750)

What is expected from you?

Apart from attending the 6 course sessions for the group Program, you are expected to spend time on mentoring, pitching for corporates, matching with student talent and pitching for investors. The number of mentoring sessions is up to you and the mentor with a minimum of 3 sessions. Matching with students, corporates and investors is demand driven and will take place in events of two-three hours.

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Course outline

The Program contains of two parts: **tailored advice** and **group Program**.

Tailored advice: you will get subsidised access to consultants on subjects like HR, Legal, Organization, Strategy, and much more. It is demand driven and costs are on average €2.750 depending on the bespoke needs. Details of the tailored advise are explained in our handout 'READY2scale Advice'.

The Group Program offers a mix of masterclasses/workshops, mentoring, matching with investors/corporates/talent.

Masterclasses/workshops: per session you get expert-lectures on the following subjects; growth, team, international, funding, structuring and M&A. Followed by a presentation from an entrepreneur who already was successful on the subject. Finally, you will take part in two-hour workshops on the subject: delivering a report that you can apply directly in your company.

Mentoring: you will be matched with one of our mentors based on: (industry) background, skillset and phase you/your company is/are in. Minimum of 4 sessions. Demand driven

Investor matching: you will get the opportunity to meet preselected investors one-on-one and in pitching events.

Corporate matching: the Program offers you the opportunity to pitch your company for our corporate partners. To get new clients or new partnerships.

Talent matching: you get access to preselected talent from the 100.000 students from Amsterdam.

How to apply?

To apply please visit our website www.READY2scale.org. Please describe your background (~250 words) and motivation (~250 words). As there are only limited places available we will select an interesting mix of motivated entrepreneurs.

Course Schedule

(2 x per year, 20 entrepreneurs per round)

Session 1	Wednesday	17 May* 04 Oct**	16-21 hr
Session 2	Wednesday	14 Jun* 08 Nov**	16-21 hr
Session 3	Wednesday	12 Jul* 13 Dec**	16-21 hr
Session 4	Wednesday	13 Sep* 10 Jan**	16-21 hr
Session 5	Wednesday	11 Oct* 14 Feb**	16-21 hr
Session 6	Wednesday	15 Nov* 14 Mar**	16-21 hr

* Round 1; May-Nov

** Round 2: Oct – Mar

Collaboration?

This Program is a collaboration between the University of Amsterdam Business School, Amsterdam Center for Entrepreneurship and Startup Network Foundation (the SUN). All parties have extended experience in running entrepreneurship- and executive programs.

Knowledge partners



Corporate partners

