



GET TRACTION

Get Traction is an about 10 week engagement in the Bay Area to setup your company in US, get all legal aspects covered and initiate your company in US, meaning also finding and winning first customers, possibly finding local manufacturing capabilities and selling your first products in US.





GET TRACTION

GAIN ACCESS TO THE MARKET AND CUSTOMERS, ESTABLISH THE COMPANY IN US

Overview:

Get Traction is about getting out of your new venture to find new customers, tune your product and understand “your” market. You will be working on your business model assumptions in the real world. Prove you can build a high potential company in the global market by actually doing it. Only five selected teams will be working to get traction for 10 weeks in Silicon Valley, heart of technology entrepreneurship.

Each team must have 1 or 2 founders in Silicon Valley. The rest of the team with at least 3 members can be located outside of Silicon Valley.



Course Number : #10



Number of Days : 70



Audience size : 10 <= 20



Number of courses per year : 1



Pre-requisite : Program #9



Target Audience : Entrepreneurs, Intrapreneurs, Software startups and early stage companies



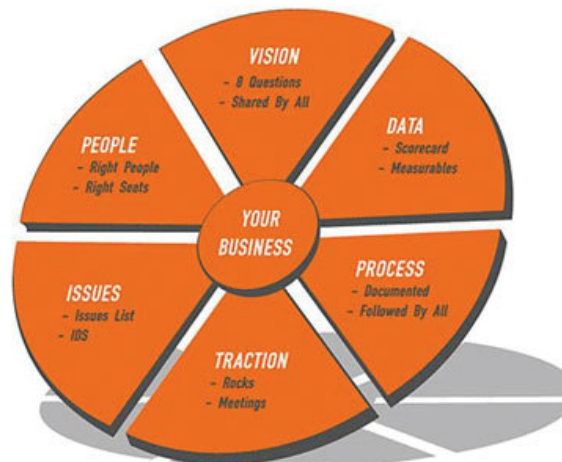
GET TRACTION

GAIN ACCESS TO THE MARKET AND CUSTOMERS, ESTABLISH THE COMPANY IN US

Overview:

The Get Traction approach involves a lot of hard work for the founders. Each team has to prove it can execute towards an ambitious vision, is hungry for success and ready to take over the universe. We create an environment that can boost the founders and increase their chances for success

Outline





innova.ventures is a globally active management consulting firm. Our mission is to enable companies to become more innovative. Our target companies range from start-ups to scalable enterprises. Our services span from light weight coaching, mentoring and consulting to heavy lifting access support to global markets.

Our Office:

innova.ventures GmbH
Edelweißstr. 9, 83620 Westerham , Germany
Email : info@innova.ventures
Phone : +49 8063 256 9070
Fax : +49 8063 256 9072
Website : innova.ventures