

# Stand out.

## Digital Accelerator Program

Six weeks of thought provoking and robust workshops designed to take businesses of all stages to the next level

### COURSE OVERVIEW



Validating New Ideas

Effectively engaging  
your customers

Sales in a digital age

Stakeholder mapping  
for victory

Forecasting and  
protecting your finances

How and when to  
secure funding

# COURSE CONTENT – FOUNDATION



| Week   | Learning Objective  | Key Topics  |
|--------|---|---|
| Week 1 | How to validate your customer offering and define your route to market? | <ul style="list-style-type: none"><li>• Exploration of DRIVE model: Define, Review, Identify, Validate, Execute</li><li>• Review of Problem/ solution identification and defining USPs</li><li>• Establishing key pillars of an appropriate competitor analysis</li></ul> |
| Week 2 | How to effectively engage your customers and read market trends?        | <ul style="list-style-type: none"><li>• Acknowledge and impact spheres of influence</li><li>• Do's and don'ts in social media marketing</li><li>• Establishing thought leadership</li></ul>   |
| Week 3 | What does sales look like in a digital age?                             | <ul style="list-style-type: none"><li>• Establish distinction between sales and marketing</li><li>• The psychology behind sales</li><li>• Strategies for sales for both product and service providers</li></ul>   |
| Week 4 | How and why to create a stakeholder map?                                | <ul style="list-style-type: none"><li>• Establishing the purpose and function of stakeholder mapping</li><li>• How to identify profit and efficiency levers within stakeholder maps</li><li>• How to build your network within a chosen industry</li></ul>                |
| Week 5 | How to forecast and protect your finances?                              | <ul style="list-style-type: none"><li>• Building a robust cost model</li><li>• Techniques for increasing profit</li><li>• Knowing which metrics to use to influence decisions</li></ul>   |
| Week 6 | How and when to secure additional funding?                              | <ul style="list-style-type: none"><li>• Identify key milestones before qualifying for pre-seed and seed stage investment</li><li>• Introduction to SEIS and EIS</li><li>• Equity vs Debt funding</li><li>• Building and delivering an effective pitch</li></ul>           |

# COURSE CONTENT – EXPERIENCED



| Week   | Learning Objective  | Key Topics  |
|--------|---|---|
| Week 1 | How to validate your customer offering and define your route to market? | <ul style="list-style-type: none"><li>• Exploration of DRIVE model: Define, Review, Identify, Validate, Execute</li><li>• Comprehensive Market and Competitor intelligence techniques</li><li>• Populating a Value Proposition Canvas</li></ul> |
| Week 2 | How to effectively engage your customers and read market trends?        | <ul style="list-style-type: none"><li>• Segmenting your customer s</li><li>• Building an effective distribution/ delivery plan</li><li>• Maintaining an influencer register</li></ul>   |
| Week 3 | What does sales look like in a digital age?                             | <ul style="list-style-type: none"><li>• Developing a Sales Pipeline</li><li>• Building and maintaining a CRM</li><li>• Digital Sales Techniques</li></ul>   |
| Week 4 | How and why to create a stakeholder map?                                | <ul style="list-style-type: none"><li>• Creating an in-depth Stakeholder register</li><li>• Achieving commitment from key stakeholders</li><li>• Joint campaigns</li></ul>  |
| Week 5 | How to forecast and protect your finances?                              | <ul style="list-style-type: none"><li>• Sales forecasting</li><li>• Navigating and legally optimising VAT and corporation tax</li><li>• Making data driven decisions</li></ul>  |
| Week 6 | How and when to secure additional funding?                              | <ul style="list-style-type: none"><li>• Identifying the most advantageous methods of investment</li><li>• Managing a cap table through multiple seed rounds</li><li>• Preparing for investor FAQs</li></ul>                                     |

# COURSE CONTENT – ADVANCED



| Week   | Learning Objective  | Key Topics  |
|--------|---|---|
| Week 1 | How to validate your customer offering and define your route to market? | <ul style="list-style-type: none"><li>• Exploration of DRIVE model: Define, Review, Identify, Validate, Execute</li><li>• Effective AB Testing Methodology</li><li>• Detailed differentiator analysis (VRIO Model)</li></ul>  |
| Week 2 | How to effectively engage your customers and read market trends?        | <ul style="list-style-type: none"><li>• Assessing trends and drivers through PESLTLE analysis</li><li>• Building and maintaining a multi-channel marketing plan</li><li>• Establishing different pricing Strategies</li></ul> |
| Week 3 | What does sales look like in a digital age?                             | <ul style="list-style-type: none"><li>• COURSE NOT CURRENTLY AVAILABLE</li></ul>  |
| Week 4 | How and why to create a stakeholder map?                                | <ul style="list-style-type: none"><li>• Introduction to partnering and joint ventures</li><li>• Developing a diverse partner ecosystem</li><li>• Expanding your presence within a value chain</li></ul>                       |
| Week 5 | How to forecast and protect your finances?                              | <ul style="list-style-type: none"><li>• Producing an income statement, balance sheet and cash flow statement</li><li>• Producing a credible company valuation</li><li>• Investment Strategies</li></ul>                       |
| Week 6 | How and when to secure additional funding?                              | <ul style="list-style-type: none"><li>• COURSE NOT CURRENTLY AVAILABLE</li></ul>  |

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## Digital Accelerator Program

- ✓ Six tailor-made interactive business development modules
- ✓ Over 2 hours of interactive learning per week
- ✓ Access to company directors and industry specialists
- ✓ One-to-one mentoring sessions
- ✓ Personalised feedback and business support

If you have any questions, feel free to contact:

**Abiola Onike**

Managing Director, Conseq Group

Mobile: 0757 568 5588

Email: [info@conseqgroup.com](mailto:info@conseqgroup.com)