MAESTRAL

1 DAY

Workshop on Design Thinking

Custom-made for pre-startup stage business ventures

BUILD **SMARTER.**
SHIP **FASTER.**

About the **WORKSHOP**

Start your business off right with a one-day intensive workshop designed to help you **reassess** your problem framing, clearly **define** your unique value proposition and **stand ready** to enter the competitive marketplace.

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Why should you attend?

The innovation process is not linear. Instead, it is a continuous conversation between **three facets of a successful business**:

✓ **Your customers' needs**   ✓ **Your product**   ✓ **Your capacity to deliver**
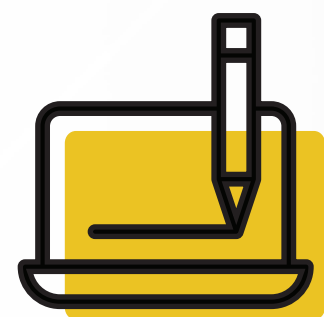
Overview of the day
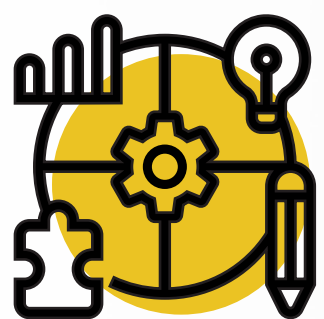
Key players:

You and the Maestral Startup Enablement Team

What to bring:

Your idea. A notebook, pen and/or a laptop. An open mind and lots of enthusiasm.

What to expect:

You will leave the workshop with a well-defined **startup journey map** and **solution canvas**. But before you leave, you'll need to pitch it to us.

The workshop covers:

- ✓ Insights, problem framing methods and solution outline
- ✓ Stakeholders, unique value proposition and partnerships
- ✓ Implementation approach
- ✓ Cost structure

Questions that will be answered:

- ✓ Who are your users? How do you build your user base?
- ✓ How will your solution be accessed by your users?
- ✓ What kind of experience do you want to provide?
- ✓ What is the impact that you are making?
- ✓ What is the issue you want to address?
- ✓ What is your unique selling point?
- ✓ Who are your stakeholders?
- ✓ Who will pay for it?

Workshop Timeline

Problem framing

1-hour slot to analyze insights and the approach to the problem

Ecosystem

2-hour slot to define customers, map partnerships and establish unique value proposition

Impact

2-hour slot to delineate marketing and distribution channels and to lay out impact indicators

Cash flow

2-hour slot to set up your cost structure and revenue streams

Pitch

Your pitch will include

- ✓ **The problem you are facing**
- ✓ **The competition and your comparative advantage**
- ✓ **Your unique value proposition**
- ✓ **Your customers and early adopters**
- ✓ **Revenue streams and cost structure**

The Outcome:

The Maestral Startup Enablement team will ensure you walk out with the journey map that will help you define the next steps and **position your solution towards investors.**

About Maestral
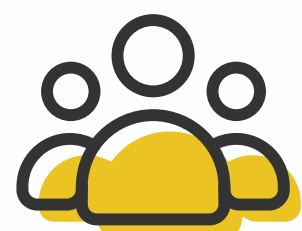
250+
people

15+
years in service

50+
software solutions

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