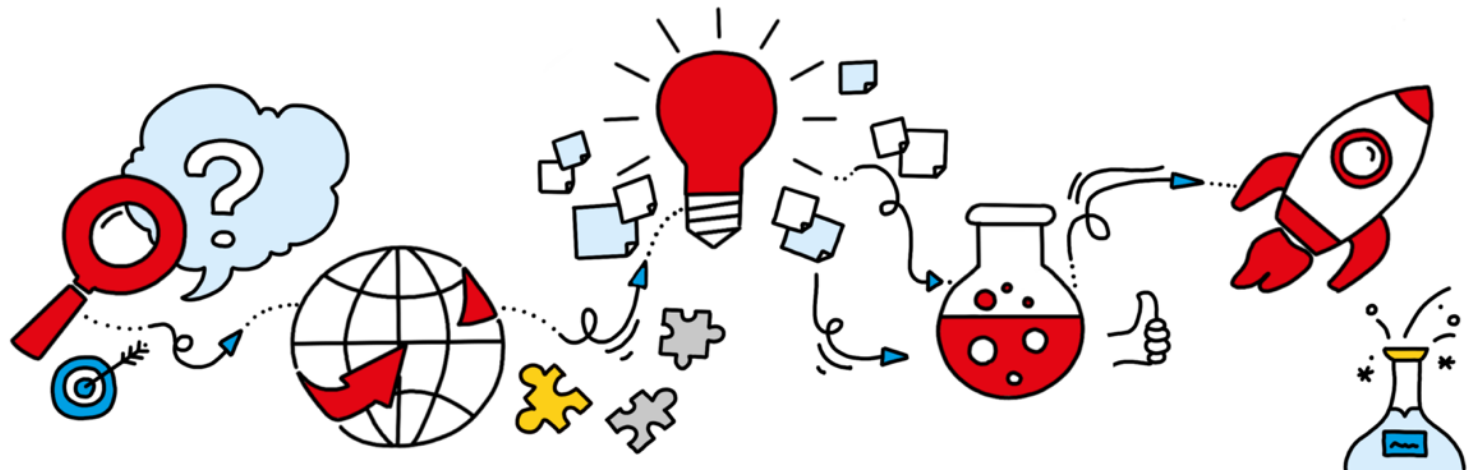


Peers4Growth International

Peerlearning for ScaleUp Companies
from Spain, Flanders and Germany

June 8 & 9



Tuesday June 8, 2021

08:45 – 09:00	Virtual coffee + check-in
09:00 – 09:30	Welcome + Who is who <ul style="list-style-type: none">• Who are you + Which company• WHY do you do what you do? What is your point on the horizon?• WHAT do you do?
09:30 – 10:00	Presentation EEN services 15 min + video success story client (3min) + Q&A
10:00 – 10:40	Context canvas <ul style="list-style-type: none">• helps you understand the context• map out trends and evolutions that have an impact on your business model• helps you to look for drivers outside your own company• helps you to have a conversation about the forces that (could) shape your business now and in the future <ul style="list-style-type: none">• part 1: fill in canvas in 3 groups• part 2: share plenary
10:40 – 10:50	Break
10:50 – 11:50	FROM SCALE-UP TO A EUROPEAN CHAMPION: looking at BMC and context canvas using 'the speedboat' <ul style="list-style-type: none">• What are your weaknesses• What are your strengts• What have your learned? Key learnings form success & mistakes. <ul style="list-style-type: none">• part 1: fill in canvas individually• part 2: share insights in 3 groups
11:50 – 12:00	Break
12:00 - 12:55	Testimonial + Q&A: Sbiomedic
12:55 – 13:00	Wrap-up day 1
18:00– 20:00	Virtual network event (wonder.me)

Wednesday June 9, 2021

08:45 – 09:00	Virtual coffee
09:00 – 09:15	Check-in
09:15 – 10:15	HOW TO GO INTERNATIONAL <ul style="list-style-type: none">• Presentation 30'<ul style="list-style-type: none">• Main strategies• Process• Tips and tricks• Who can help you• Sharing of experiences 30'
10:15 – 10:25	Break
10:25 – 11:30	DESIGN THINKING HELPS YOU GROW FURTHER . 1 <ol style="list-style-type: none">1. Building an ecosystem: ecosystem map2. Knowing your customer<ul style="list-style-type: none">• Do, look, listen <ul style="list-style-type: none">• Theory + exercises
11:35 – 11:45	Break
11:45 - 12:45	DESIGN THINKING HELPS YOU GROW FURTHER . 2 <ol style="list-style-type: none">1. Knowing your customer<ul style="list-style-type: none">• Know your customer: persona canvas• Define the situation: customer journey map• Explore insights: customer frictions <ul style="list-style-type: none">• Theory + exercises
12:45 – 13:00	Wrap-up + evaluation