



Market Readiness Program (MRP) / 10-week program starts on May 8

Customer insights are essential for healthy growth of your business. Work towards commitment from your customer step by step!

You have a good idea and you are sure that your product or service will conquer the market! After all, it is innovative and has a major social impact. But you still notice that customers are not interested, or that you keep getting the same question when looking for financing: what problem are you solving in the market and who will be your first customers?

Customer insight as foundation for successful growth

Do you want to launch a new product on the market, gain customer insight for the further development of your prototype, or are you already 'on the market' and notice that traction is lacking? Do you want to actively increase your chance of success through market validation and thereby lay a strong foundation for further healthy growth of your company? Then the Market Readiness Program (MRP) that starts on May 8 can help you with that!

The MRP is provided by [Gritd](#) and you will be coached 1-on-1 by [InnovationQuarter](#). The purpose of this program is to systematically collect customer insight and convert this into a proposition that fits seamlessly with your customer's core problem, ultimately creating a paying (core) customer. In the MRP you follow ten weeks of workshops (*see next page*), in which you test all assumptions about your customer. In the first weeks you work towards a validated customer problem that is worth solving, then in the remaining weeks you work on your product, business model and the commitment of your first customer; the program also includes a pitch training. If you have made sufficient progress within the program, we can then support you further with your next steps towards financing, if desired. Participation results in the following: (i) a greater chance of success from idea to a sustainable revenue model, (ii) a sharp focus on prioritizing attention, time and money, (iii) thorough knowledge and insight about your customer and required revenue model and (iv) a specific step-by-step plan for the next phase.

Participation in the MRP does not require a financial contribution, but it does of course require an investment of your time and commitment (at least 20 hours per week). The MRP is an intensive but valuable program that entrepreneurs greatly appreciate. A group consists of approx. 10 participants, the working language being English. More information, requirements and registration can be found via the websites below. A further selection will take place based on the registrations:

- Registration site (with further information) for the MRP that starts on May 8: [this website](#)
- Registration site for the online information session about the MRP on April 4 (10.30 - 11.30): [this website](#)
- Recording of a previous information session about the MRP (~30 minutes): [this link](#)
- Curious about some experiences of previous participants? These websites of [InnovationQuarter](#), [NOM](#) and [Oost NL](#) (all in Dutch) provide an insight into the program

The ideal profile of the participants

- Startup or innovative SME, based in the province of South Holland
- Innovation with economic and social impact and preferably also a strengthening of the regional ecosystem
- Clear picture of the first market and customer segment and access to contacts to conduct ~50 (customer) conversations
- Already in contact with potential customers and about to enter the market or already have several (pilot) customers
- Founder/(co-)founder or CEO of the company with sufficient time, enthusiasm and open to feedback

Online information session: April 4
Deadline registration: April 10
Start MRP: May 8



Market Readiness Program (MRP) / Overview of workshops*

The program consists of weekly workshops with other entrepreneurs and one-on-one coaching by InnovationQuarter

Week 1 | KICK-OFF AND MARKET TYPES | May 8 from 9.30 – 12.30 **

Introduce yourself and get to know the other entrepreneurs. Find out how the program works and determine your market potential

Week 2 | CUSTOMER PROBLEM | May 16 from 9.30 – 12.30

Share your progress with the group, gain insight into the earlyvangelist, the different types of customers and the customer problem

Week 3 | PROBLEM VALIDATION | May 23 from 9.30 – 12.30

Share your progress with the group, describe your problem statement and validate it through customer interviews

Week 4 | SOLUTION | May 30 from 9.30 – 12.30

Share your progress with the group, gain insight into the different value propositions. Test your solution through customer interviews

Week 5 | SOLUTION VALIDATION | June 6 from 9.30 – 12.30

Share your insights with the group, determine if you have found your earlyvangelist and validate your solution

Week 6 | PRICING AND BUSINESS MODEL | June 13 from 9.30 – 12.30

Gain insight into types of pricing and determine the selling price of your solution. Test your pricing through customer interviews

Week 7 | RETURN ON INVESTMENT | June 20 from 9.30 – 12.30

Share your progress with the group, translate the value proposition into euros and discover the business case for your customer

Week 8 | SALES PROCESS AND COMMITMENT | June 27 from 9.30 – 12.30

Translate your customers buying process into a sales process. Define the frontstage of your business model and test it through customer interviews. The goal is commitment from your first customers

Week 9 | PITCH TRAINING | July 4 from 9.30 – 12.30

Master the art of presenting. Learn about crafting a compelling story, a memorable presentation and get an idea of the do's and don'ts of pitching. Practice your pitch in a safe environment and receive feedback from the group

Week 10 | FINAL: ROADMAP PRESENTATIONS | July 11 from 9.30 – 12.30

Final 10 minute pitch that covers all of the learnings from the program and your roadmap for the next 100 days

* Workshops 1, 4, 9 and 10 take place live in The Hague / Rotterdam region. The remaining sessions take place online via Microsoft Teams

** The kick-off is the only session that takes place on a Wednesday, the other sessions all take place on a Thursday