

# Mentoring

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**Chamber of Commerce  
and Industry Antwerp-  
Waasland**

# Bryo Program



StandUp



StartUp



ScaleUp

# Accelerero



## Accelerero

1 → 5 mio

5 → 20 mio



StandUp

Students/people with and idea OR no idea

Focus on **design thinking** and **market validation**

# Standup: Three pillars



Toolkit



Mentoring



Community

# WELCOME!

Yes, you did it! You took the first step to start up your business.

This toolkit, an initiative of Voka – Chamber of Commerce and Industry Antwerpen-Waasland, guides you to develop a great business opportunity. Starting with the design thinking method, we offer you several tools to support you in the non linear process of entrepreneurship.

Whether you have a product or service or want to start in the fashion or space industry, our toolkit helps you to keep an overview of all necessary steps to develop a business opportunity. Next to creating an opportunity, this toolkit defines your initial strategy. You will also get an introduction on finance, pitching, sales and marketing to get you going.

Now we wish you the best of luck finding a killer billion dollar idea!

# ROADMAP

for creating a business idea



01

## Self-reflection

Let your passion guide you! The best entrepreneurs are driven by passion. But do you know yours?

Tool: Who am I?



02

## Fertile grounds

Only on fertile ground, ideas can become successful enterprises.

Tool: Fertile Grounds



03

Target audience  
Determine your target audience.

Tool: Target Audience



04

## Customer profile

Get to know your target audience.

Tools: Persona, Value Proposition Canvas



05

## Customer research

Test assumptions and get feedback from your target audience.

Tools: Market Insights, The Interviews, Customer Journey



06

## Opportunity validation

Check your idea on market and industry level.

Tools: Opportunity Framework, Blue Ocean Canvas

07

# Ideation



08

## Business model

Build a solid and validated business model.

Tools: Business Model Canvas, Innovation Canvas, Trigger Questions



09

# Pitch!

Convince people on your idea.

Tool: A Guide to Pitching, Pitch Language, Pitch Template



10

## Strategic Review

Keep track of your goals.

Tool: Strategic Review



11

## Literature

Tool: Literature

## 11 LITERATURE



# Coaching/mentoring

- A. During the design thinking/business modelling process
- B. Mentoring for market validation purposes
- C. Mentoring for prototyping purposes



# Community



The screenshot shows the Facebook profile of 'Start-Up Antwerp'. The profile picture is a circular logo with the text 'START-UP Antwerp' and a plus sign. The bio reads 'Start-Up Antwerp @startupAntwerp'. A navigation menu on the left includes 'Home', 'About', 'Photos', 'Events', 'Videos', 'Posts', 'Services', and 'Shop'. The main content area features a post with a cover image of a glowing lightbulb surrounded by crumpled paper balls in various colors. The text on the post reads 'START-UP ANTWERP' and 'Stop dreaming, start doing and let us guide you!'. Below the post are interaction buttons for 'Liked', 'Following', 'Share', and 'Add a Button'. A notification banner at the top of the post area says 'Help more people find this Page' and includes an 'Add Category' button. Logos for 'AGENTSCHAP INNOVEREN & ONDERNEMEN' and 'Provincie Antwerpen' are visible in the bottom right corner of the post image.

**START-UP**  
*Antwerp*

Start-Up Antwerp  
@startupAntwerp

Home  
About  
Photos  
Events  
Videos  
Posts  
Services  
Shop

Help more people find this Page  
Nathalie, you may want to add another category so that this Page can show up in more search results.  
Add Category


**START-UP ANTWERP**  
Stop dreaming, start doing and let us guide you!

AGENTSCHAP INNOVEREN & ONDERNEMEN  
Vlaams netwerk van ondernemingen  
Samen voor sterk ondernemen

Provincie Antwerpen

Liked Following Share ...  
+ Add a Button


# Youtubechannel





**ENTREPRENEUR  
ESSENTIALS**  
EEN NIEUWE ONLINE SHOW VOOR STARTERS

Kamer van Koophandel Antwerpen-Waasland | SINC | AGENTSCHAP INNOVEREN & ONDERNEMEN | EFRO EUROPEES FONDS VOOR REGIONALE ONTWIKKELING


VOKA

 **Entrepreneur Essentials**  
28 abonnees

GEABONNEERD 28 

HOME VIDEO'S AFSPPELLIJSTEN KANALEN DISCUSSIE OVER 

Populaire uploads ▶ ALLES AFSPELEN




**LEAN START-UP** 2:05

Wat is de lean start-up methode? | EE 1

139 weergaven • 1 maand geleden

Ondertiteling



**PITCHEN** 2:40

5 must haves voor jouw pitch | EE 2

40 weergaven • 3 dagen geleden

Ondertiteling