

# Coach & Grow Programme

Cradle Fund Sdn Bhd



proficeo™

# About the Program

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Briefly this program is a 12 month program that will take you through not just group coaching but also face-to-face coaching and online mentoring with progress monitoring. This program makes use of our proprietary Implementable Forward Action Plan (IFAP), an action plan which, as its name suggest, is tailored to give you a structured planning template to help you execute strategies and tasks in a structured and trackable manner. This proprietary template has been tested and validated in our past programs and when used consistently and diligently, will show results.

Unique to this program is that you will have at your disposal the wisdom and counsel of very experienced entrepreneurs in a hands-on, practical, involved and engaging manner. You will have the opportunity to receive advise imparted from those who have gone ahead of you in doing business.

Rest assured this is not a lecture-type training program but will involve role play, case studies, assignments that you can plan and do. As an added bonus, high performers will be able to participate in industry, agency and funder showcase. Sounds exciting? Well, here is more.....

# Purpose of the Program

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**This program is design to help entrepreneurs who are in the late stage of product, services or solution development or pre-commercialization to secure their early adopters and first customers.**

## **WHO SHOULD ATTEND:**

- Companies that are in the late stage of product development (at least 80% to 90% of their solution is ready for market) and has yet to secure its early adopters, trials or first customers.
- Companies that have ready solution but have yet to make a sale in the market.
- Technology companies from all industries are welcome to apply.

# Duration and Time Commitments

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The total duration of this Programme is 12 months, expected to commence late September 2011.

During the first 3 months, you will receive formal coaching. Details of the modules conducted each month are listed in the slides that follow. Two “C” level representatives will be required to attend all module training sessions. Total time commitments required for formal training is two (2) full working days a month for three (3) months.

Following Module training, two (2) Proficeo coaches will meet with you on a one-to-one basis each month, to help with translating strategy into actions plans. You will need to allocate a maximum of 2 hours for this one-to-one session a month, for 3 months.

After the formal coaching has been completed and a nine (9) month implementation plan has been designed, each month for the remaining nine (9) months, you will need to spend time to complete the tasks and to respond to queries from the coaches. You will also be required to complete and submit a progress report each month. Coaching will continue but in an informal manner online, via phone or if needed face to face meet ups.

Throughout the duration of the Program, you will have unlimited access to your Coaches online and each Company will have access to two (2) dedicated coaches. You can also tap into the expertise of all four (4) coaches we have recruited for this Programme.

# Answers You Need

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**This program will help you answer the following questions:**

**“Does my product have a REAL business opportunity?”**

Being a new-kid-on-the-block, you will need to take a hard look at your product and ask this question. This business training program will help you to Identify whether your business has any REAL entrepreneurial opportunity. One of our specially formulated proprietary tools, the Business Opportunity SweetSpot (BOSS) will help you do just that. Not only will you be able to assess the viability of your business, we will also give you the tools to identify the TARGET MARKET and the REAL customers of your business!

**“What is the Value Proposition (VP) of our product and how to communicate this to our customers?”**

At the end of the program, you will be able to learn what a VP is and to effectively communicate the VP of your product to your target market.

# Answers You Need

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## **“What is the most suitable Business Model for my product?”**

Most entrepreneurs fail to understand the need for good business models for their products. Without good models good ideas will be unable to generate revenues and profits. At the end of the program, you will learn about the different Business Models and which models will be suitable for which products.

## **“How do I market and sell my product?”**

Marketing does not equal sales! Be prepared to have a change of mindset when it comes to learning about the new and effective marketing strategies being used currently in this day and age to effectively grow your business!

# PROGRAM MODULES

PROGRAM MODULES



# Opportunity Identification

## ***Understanding the Market and identification of Customers for the Product***

For an idea to be converted to a successful business there must be a business opportunity that can be derived from the idea. Most ideas are not business opportunities and this is an important element of Entrepreneurship. Many Entrepreneurs spend time and money trying to develop a business out of an idea, which is not really a business opportunity.

Thus 'Opportunity Identification' is a very important part of creating a viable business. The objective here is to use the two elements of customer and market dynamics to determine whether an idea is indeed a viable business opportunity.

### **Key Areas in the Module:**

- Using our proprietary Business Opportunity SweetSpot (BOSS) model to determine the validity of the business opportunity
- Differentiating 'just an idea' from a viable 'entrepreneurial opportunity'
- Establishing the market potential and market opportunity
- Determining customer segments and identifying real customers for the business

# Value Proposition & Business Model

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Participants will learn how to create a viable Value Proposition that is required by customers and for which customers will pay to use the product or service.

The next step is then to develop a 'Business Model' out of the opportunity. There are many possible business models, yet many Entrepreneurs fail to understand what a good business model is and without a good business model even good ideas will be unable to generate revenues and profits.

## Key Areas in the Module:

- Participants will learn what a Value Proposition is and how to build a value proposition out of the business opportunity.
- They will also learn how to communicate this value proposition effectively to customers.
- They will learn about the different possible Business Models and which business models are good for the many different ideas.

# Marketing and Selling

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Very few entrepreneurs truly “market” their product or business. To most entrepreneurs, marketing equals sales. This is a misconception and one that entrepreneurs must understand in order to build a sustainable business venture.

This module will cover 4 key elements of marketing and will particularly focus on new and necessary marketing strategies that should be used in this day and age.

This module will also cover key principles and important techniques that are relevant to selling to your first customer or early adopters in particular in the B2B setting.

## Key Areas in the Module:

- Understanding marketing strategies that are key to business success in today’s world;
- Social Media marketing and how to use this channel to reach customers
- Key principles in Sales Process

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## ***Leaders in Entrepreneurship Training and Coaching.***

Shaping your entrepreneurship journey with real life experiences of successes and failures.

Proficeo Consultants are in the business of helping entrepreneurs achieve more from their ventures. Our work is defined by the success of entrepreneurs we have coached and trained in our programmes. Proficeo's methodologies emphasize a hands-on approach that is developed from real world entrepreneurial experiences in business. Our coaches and associate coaches are people who have run businesses before. We have experienced both success and failures. Proficeo Coaches draw on a cumulative experience of more than 100 years when we coach you.

[www.proficeo.com](http://www.proficeo.com)



## ***Past Related Programme Testimonials Speak for Itself***

This program shall be a “fundamental basis” for any entrepreneur or even those who have already been in business. It helps young entrepreneurs not to mess up their early launch into business.

~ Kairos Alliance

“No Regret!” “Worth to Attend!”

Could know and avoid the mistakes made in the proposal in order to increase the chance of proposal getting approval.

~ Guardian Eye

This program got money also cannot buy! Attend and participate to get the benefit. Listen to constructive criticism of mentors – they are smart! Really! Stick to the end.

~ Cedric Gan

It’s a good experience there is so much they can gain from it to prepare themselves for pre-seed and in their business.

~ Move it Like Dudes