



Call for deep-tech startups!

MARKET DISCOVERY TOUR | Lithuania

ONLINE **APR 25-29**

Apply before APR 15:

scaleupchampions.com

● ● ● LT Market specifics

● ● ● 1:1 Meetups with potential partners

● ● ● Stress-test business training
with Silicon Valley experts



Organizer:



Partners:



Co-funded by:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 87877

It is all about startup scaling!

**Are you looking for ways to expand your business in Lithuania?
Join Market Discovery Tour!**



In a 5-days online Tour you will:

- Get knowledge of the startup ecosystem, the legal and cultural aspects of the Lithuanian market
- Get to know how to scale faster
- Meet potential investors and business partners in 1:1 meetings
- Participate in business stress-test training and gain access to a rich portfolio of training modules. You will experience expert advice, networking opportunities, and mentorship
- Get individual insights from the US Silicon Valley experts on how to prepare to enter a new market!



Discover the
deep-tech market

AGENDA

I PART | How to enter Lithuanian market easier?

Timezone: EEST

APR 25

**Startup ecosystem overview
Legal and cultural aspects**

10 am - 12 am

APR 26 ● APR 27 ● APR 28

**1:1 meetups with
innovation experts**

with potential partners, local corporates, investors,
experienced experts and mentors (meetings will be
organized according to your expressed needs)

10 am - 12 am



Register and apply

AGENDA

II PART | Sessions with Silicon Valley experts

Timezone: EEST

APR 25

Value Creation

Training session:
5 pm - 9 pm

CHRIS BURY
Co-founder of
US MAC, Catapult Europe VC
Fund and Global Ambassador
for SCET Berkeley



FOCUS:



- Value Propositions
- Customer Discoveries
- Customer Journey Mapping

APR 26

Business Model

Consultation:
5 pm - 6 pm

Training session:
6 pm - 9 pm

STEVE ADELMAN
Managing Director of the
Wharton Accelerator and
partner at Nexus partners



FOCUS:



- Understanding Different Business Models
- Customer acquisition strategies
- Lean Canvas

APR 27

Communication skills

Consultation:
5 pm - 6 pm

Training session:
6 pm - 9 pm

CHRIS BURY
Co-founder of US
MAC, Catapult Europe VC
Fund and Global Ambassador
for SCET Berkeley



FOCUS:



- Effective communication
- Impact of Culture on Communication
- Storytelling
- Creating a 4-minute pitch

APR 28

Sales and Marketing Fundamentals

Consultation:
5 pm - 6 pm
Training session:
6 pm - 9 pm

ALFREDO COPPOLA
CEO of US MAC



FOCUS:



- Developing a Growth Mindset
- Customer Segmentation
- Marketing Essentials
- Sales Essentials

APR 29

Culture and Leadership

Consultation:
5 pm - 6 pm
Training session:
6 pm - 9 pm

KEN SINGER
Managing Director, Sutardja Center
for Entrepreneurship and
Technology, UC Berkeley



FOCUS:



- Elements of Corporate Culture
- Leadership vs Management
- Metrics that matter
- Mock Investor Pitch event

MAY 2

Culture and Leadership
Consultation:
5 pm - 6 pm

POST-PROGRAM

Follow-up after the Program with startups
(most motivated teams will get mentorship support)

MENTORS:



PAULIUS NEZABITAUSKAS
Director of Kaunas
STP



ROMANAS ZONTOVIČIUS
Director of Innovation and
Entrepreneurship
Development Department at
Kaunas STP



SIMONA ŠIMULYTĖ
Founder of
ChangeMakers'ON



JUSTINAS TARUŠKA
CEO of NANDO EUROPE

The Program is free of charge for 15 selected startups.



SELECTION CRITERIA:

- Startup team of at least 2 members
- Startups develop a deep-tech product/service



Register and apply