



Chief Scientist  
for  
Research and  
Innovation



RESEARCH  
& INNOVATION  
FOUNDATION



Business Support on Your Doorstep

## WEBINAR: Supporting Cyprus Based Startups to Formulate their Business and Go-to-Market Strategy

9<sup>th</sup> July 2021

### AGENDA

- 10:00 – 10:15 Introduction and Welcome Address by the **Chief Scientist of the Republic of Cyprus** and Chairman of the Research and Innovation Foundation, **Dr. Nikolas Mastrogiannopoulos**
- 10:15 – 11:15 **Session 1:** *From **Startup to Scaleup** and from **Idea to Product**: The Challenges in the Growth Journey*
- 11:15 – 11:30 Short Break
- 11:30 – 12:30 **Session 2:** ***Business Models** & Business Model Canvas (incl. case studies and learning from successful business models)*
- 12:30 – 13:15 Lunch break
- 13:15 – 14:15 **Session 3:** *How to Successfully Formulate your **Business Plan** (incl. hands on exercise and examples)*
- 14:15 – 14:30 Short Break
- 14:30 – 15:30 **Session 4:** *Business Plan Deep Dive: **Go-To-Market and Commercialization Strategies***
- 15:30 – 15:45 **Closing Session:** Wrap-Up and Take-Home Messages

The Event is part of the «Innovation Factory» Initiative, and is under the auspices of the Chief Scientist of the Republic of Cyprus Dr. Nikolas Mastrogiannopoulos.