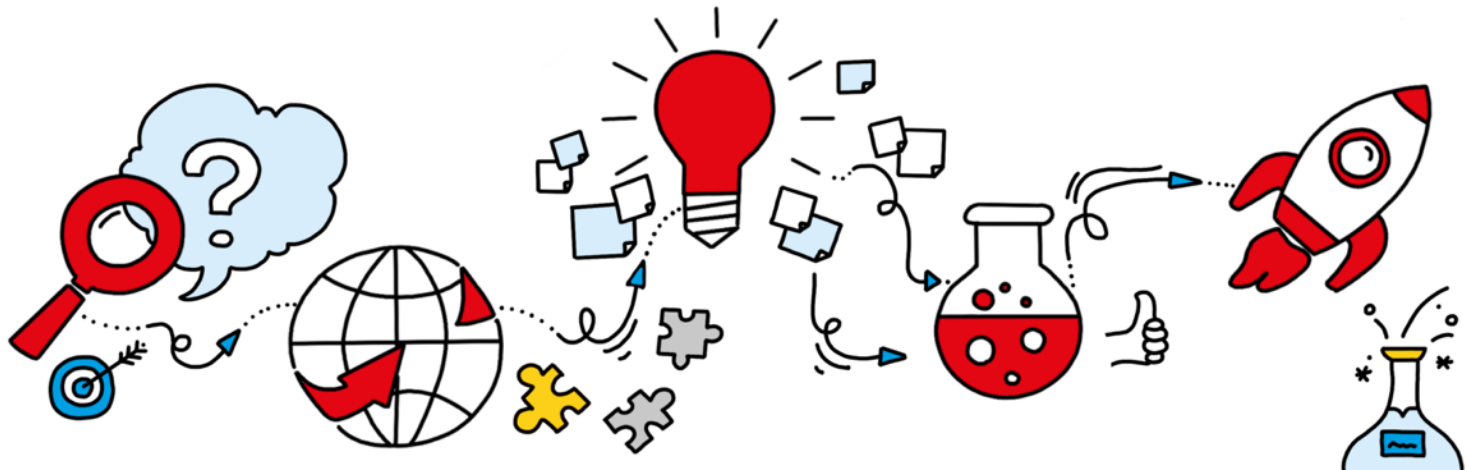


# Peers4Growth International

Peerlearning for ScaleUp Companies  
from Spain, Flanders and Germany

September 7 & 8



Tuesday September 7, 2021

08:45 – 09:00	Virtual coffee + check-in
09:00 – 09:30	<b>Welcome + Who is who</b> <ul style="list-style-type: none"><li>• Who are you + Which company</li><li>• WHY do you do what you do? What is your point on the horizon?</li><li>• WHAT do you do?</li></ul>
09:30 – 10:00	<b>Presentation EEN services</b> 15 min + video success story client (3min) + Q&A
10:00 – 10:40	<b>Context canvas</b> <ul style="list-style-type: none"><li>• helps you understand the context</li><li>• map out trends and evolutions that have an impact on your business model</li><li>• helps you to look for drivers outside your own company</li><li>• helps you to have a conversation about the forces that (could) shape your business now and in the future</li></ul> <ul style="list-style-type: none"><li>• part 1: fill in canvas in 3 groups</li><li>• part 2: share plenary</li></ul>
10:40 – 10:50	Break
10:50 – 11:50	<b>FROM SCALE-UP TO A EUROPEAN CHAMPION: looking at BMC and context canvas using ‘the speedboat’</b> <ul style="list-style-type: none"><li>• What are your weaknesses</li><li>• What are your strengts</li><li>• What have your learned? Key learnings form success &amp; mistakes.</li></ul> <ul style="list-style-type: none"><li>• part 1: fill in canvas individually</li><li>• part 2: share insights in 3 groups</li></ul>
11:50 – 12:00	Break
12:00 - 12:55	<b>Testimonial scale-up trajet + Q&amp;A: TBC</b>
12:55 – 13:00	Wrap-up day 1
18:00– 20:00	<b>Virtual network event</b> (wonder.me)

Wednesday September 8, 2021

08:45 – 09:00	Virtual coffee
09:00 – 09:15	<b>Check-in</b>
09:15 – 10:15	<b>HOW TO GO INTERNATIONAL</b> <ul style="list-style-type: none"><li>• Presentation 30'<ul style="list-style-type: none"><li>• Main strategies</li><li>• Process</li><li>• Tips and tricks</li><li>• Who can help you</li></ul></li><li>• Sharing of experiences 30'</li></ul>
10:15 – 10:25	Break
10:25 – 11:30	<b>DESIGN THINKING HELPS YOU GROW FURTHER . 1</b> <ol style="list-style-type: none"><li><b>1. Building an ecosystem: ecosystem map</b></li><li><b>2. Knowing your customer</b><ul style="list-style-type: none"><li>• Do, look, listen</li></ul></li></ol> <ul style="list-style-type: none"><li>• Theory + exercises</li></ul>
11:35 – 11:45	Break
11:45 - 12:45	<b>DESIGN THINKING HELPS YOU GROW FURTHER . 2</b> <ol style="list-style-type: none"><li><b>1. Knowing your customer</b><ul style="list-style-type: none"><li>• Know your customer: persona canvas</li><li>• Define the situation: customer journey map</li><li>• Explore insights: customer frictions</li></ul></li></ol> <ul style="list-style-type: none"><li>• Theory + exercises</li></ul>
12:45 – 13:00	Wrap-up + evaluation