

AAL Info Day
27 January 2021

AAL2Business - Increase Commercial Traction and Further Market Success

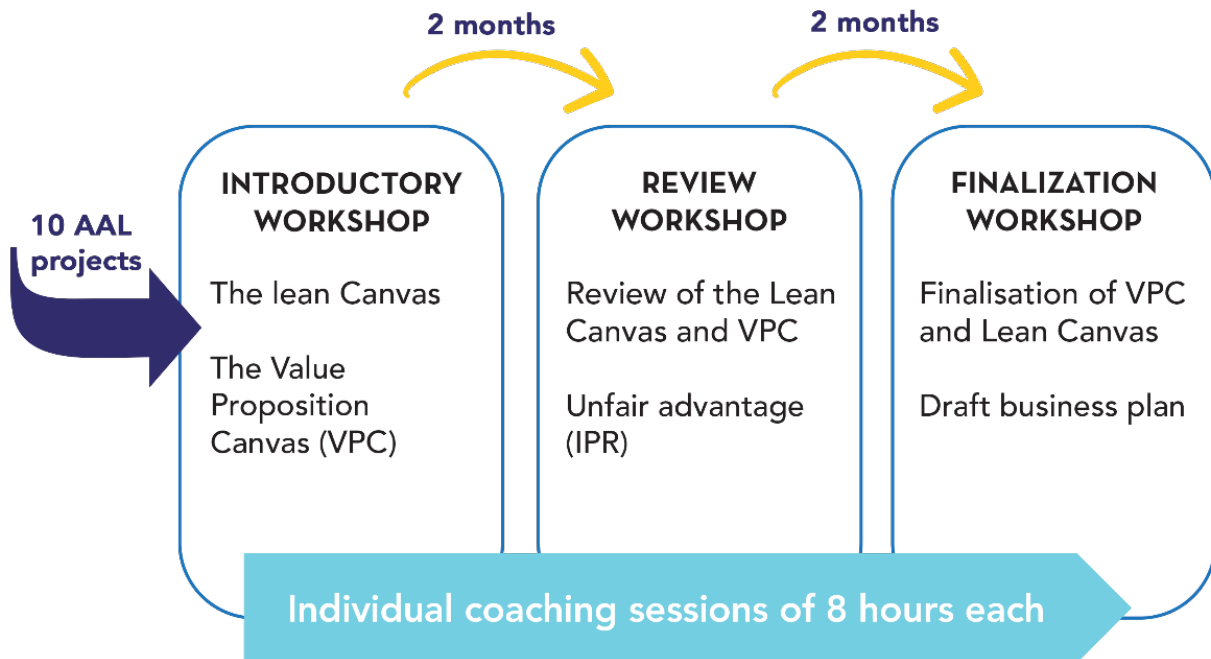
Marco Franchin
META Group



IMPROVE YOUR CHANCES OF SUCCESS
IN BRINGING **SOLUTIONS TO MARKET**

Services provided by early stage
investors, business coaches and
mentors.

AAL2Business – The Lean Startup Academy

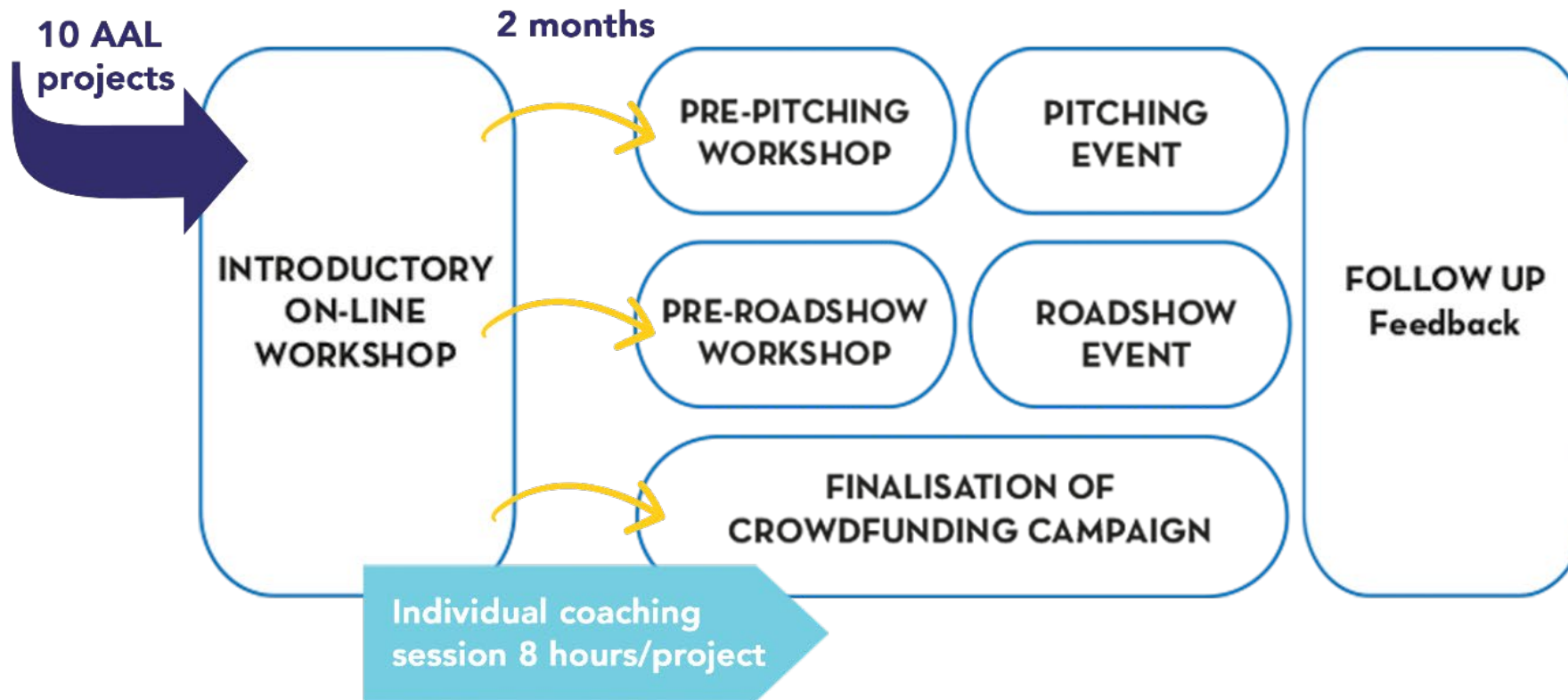


For projects that just **started** or are at the **mid-term** of their implementation.

- Identify **target market**,
- Discuss how use the **best channels** to reach them,
- Choose a fitting **value proposition**
- Design next steps to **ensure use of your results**
- Learn how to **validate** your business model checking assumptions **against market**.

Next session: 24 February 2021

AAL2Business: The Go2Market Launchpad



Next session: 11 March 2021



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