

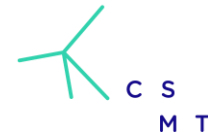
wi|| water innovation living lab

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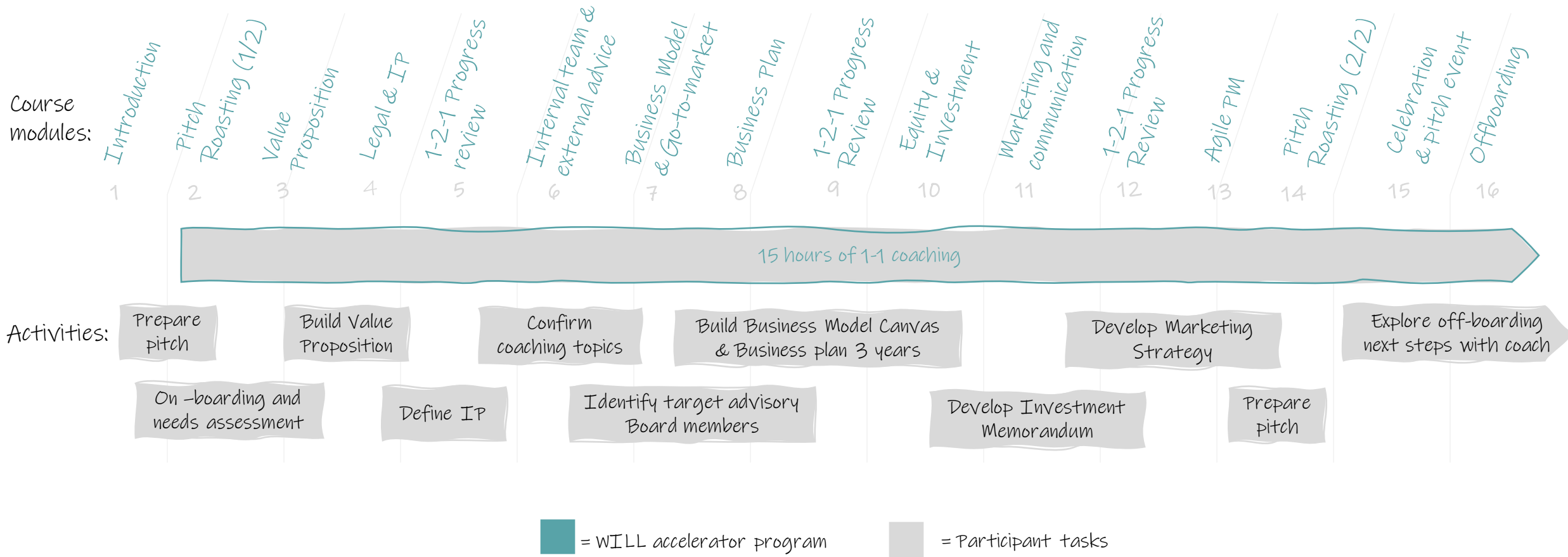
In collaboration with:

Acque Bresciane
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The program

WILL offers a 16 weeks intensive program of seminars (shown in blue below), 1-1 coaching with a pool of industry experts able to provide advice perfectly tailored to your needs and course work to provide you with the collateral you need to gain traction with customers and investors. Each course will be held each Friday for 4 hours. During the celebration event, you will have the opportunity to meet potential future costumers and investors.



The program - content

Title	Description
Introduction Week 1	<ul style="list-style-type: none">• Explanation of program, coaching and partners• Introduction to each other + pitch• Explanation of technology platforms, dates, expectations etc.
Pitch event Week 2	<ul style="list-style-type: none">• Introduction to water sector• Needs assessment
Value Proposition Week 3	<ul style="list-style-type: none">• Explanation of how to develop Value Proposition• How to pitch
Legal and IP Week 4	<ul style="list-style-type: none">• Explanation of key legal concepts: Focalised on European legislation• Identifying IP, rights registration• Founder agreements• Contracts: NDAs, Sales, Letters of Intent• Website, licencing and data protection
1-2-1 progress review Week 5	<ul style="list-style-type: none">• Check in on progress of activities• Plan use of coaching hours, if not done already
Internal team & external advice Week 6	<ul style="list-style-type: none">• Explanation of how to hire• What to insource / outsource• How to create an advisory panel
Business model and Go-to market Week 7	<ul style="list-style-type: none">• Market description• Market sizing• Sales channels

The program – content

Title	Description
Week 8	<ul style="list-style-type: none">• Business Plan
1-2-1 progress review Week 9	<ul style="list-style-type: none">• Check in on progress of activities• Ensure coaching is successful• identify offboarding requirements (e.g. links to utilities / investors / trial sites etc.)
Equity and investment Week 10	<ul style="list-style-type: none">• Explanation of equity: dilution, clawback, sweat, exit strategy• Explanation of investment: types and where to look• ESG, B-corp and sustainability.
Marketing and Communication for Start- up week 11	<ul style="list-style-type: none">• Explanation of the role and outcomes to seek through marketing including digital marketing
1-2-1 Week 12	<ul style="list-style-type: none">• Coaching session
Agile PM Week 13	<ul style="list-style-type: none">• How to manage a project• Assess and face risk
Pitch event Week 14	<ul style="list-style-type: none">• Private to the cohort, each company provides their elevator pitch• Critique provided by panel• Dress rehearsal for Celebration event
Celebration event Week 15	<ul style="list-style-type: none">• A gathering of key stakeholders• Companies to share their final pitches• Aim to generate significant PR
Offboarding Week 16	<ul style="list-style-type: none">• Connect each company with their next step (utility / investor / TAG etc.)

Call-off coaching

A major advantage of WILL is the network of key industry practitioners. This will not just broaden your network of contacts in the industry but also provide you unrivalled access to the collective expertise of the network.

The group offers coaching in the following areas:

Commercialisation

This is concerned with legal and financial challenges for example:

- Raising equity finance
- Licensing
- Patents
- Grant tenders/funding
- Environmental policy
- Regulatory compliance

Business Management

This is concerned with the setup and running of your business operations, for example:

- Hiring staff
- Contracting services
- Writing contracts
- Governance
- Accounting

Technical

This is concerned with the technical topics of your solution for example:

- Coding
- Connectivity
- Engineering standards
- Manufacturing approaches
- KPI and pilots

Industry

This is concerned with the application in industry for example:

- Identifying target customers
- Confirming use case and value
- Guidance on barriers and opportunities
- Business development

Participants are entitled to 15 hours of 1-2-1 coaching on topics of their choice. You will be assigned an expert best aligned to the areas that you'd like to cover. Each coaching session can be with a different coach and vary in length with a maximum of 2 hours and a minimum of 1 hour.

Over weeks 1 – 5, Isle will work individually with the participants to confirm their needs. This will be used for forward planning to agree who is best placed to provide coaching to meet the needs of different companies