

ITSAccelerator™

Early Phase

12 week intensive business development program

Powered by Validé

Mission

To empower early-stage startups with the tools, the ecosystem support, and confidence to bring business into a reality.

We can't guarantee success, but we can promise a meaningful journey and the possibility to build a company for the future.

We aim to contribute to solving outspoken global challenges. This is the UN Sustainability Goals we focus on:



The ITSA program is designed with lectures, workshops, and guest speakers to give startups a strong foundation to build from.

ITSA has a hands-on approach to workshops. We show startups what they need to do, and we help on the way.

We have a strong team of mentors and partners that are happy to share vital experiences, and can open up customer and investment leads.

ITSA is powered by [Validé](#). We have over 20 years of experience in growing new businesses, and we are experts in our area.

Since January 2016 Validé has successfully completed 5 ITSA programs.

The program

ITSA is a 3 month intensive early phase business development program built to get startups accelerated, tested in the market, and launched forward with investment.

We focus on three verticals:

ENERGY



HEALTH



SMART
TECHNOLOGY



The program has three stages:

1. Startup Fundamentals: 3 weeks

Milestone 1: Establish your WHY and get your digital and Social presence up and running.

What's your story? Who are you? What do you do? Why do you do it? And how do you create value? We help you understand your startup so you have a solid foundation for further development.

2. MVP Development and Testing: 4 weeks

Milestone 2: MVP, Understand your customer, make a business model.

Create your MVP. Reach out to customers and partners. Pivot your MVP. Try again. Test your product. Understand and analyze your market. Build your business model.

3. Present your case & meet Investor partners: 5 weeks

Milestone 3: The 5 minute company presentation

We will spend the final phase getting your message aligned with the essence of your business and into a compact investor presentation. Companies meet, present and get feedback from investors, partners, and technology service-companies.

Our tool

Intense work and clear focus on the key issues necessary to build a Startup.
Here presented in the ITSA Chart:



How it works:

- The ITSA Chart represents the key issues a startup needs to understand and develop to make a solid foundation for growth.
- The workshops, lectures, homework and partner meetings is build around the different issues in the chart.
- During the program we challenge and expect the companies to take a deep dive into each topic, test business hypothesis in the marked, and get a solid answer to each part of the chart.
- Each week companies pitch the status of last weeks work in plenum for feedback.
- At the end of the program startups have a business plan to build from and are ready to give a early-phase investor presentation based on 12 weeks of hard work.

Who can apply?

1. Team

The startup teams should have a minimum of two members and a outspoken will and passion to succeed and work hard.

2. Registered Companies

Teams with a registered company or that plan to register one during the program. ITSA is a early stage program and your company should be in the early stage proses of development.

3. What businesses are we looking for?

Energy, Renewables and Health related ideas, products and services.

4. Age of company

Not older than three years old.

6. Day time gatherings

Teams that can meet for 1-2 full day gatherings 12 weeks in a row. We expect companies to prepare well and meet for every ITSA day and collaborate in building a happy community for sharing & learning & doing.

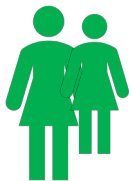
7. Marked potential

Startups developing solutions and services with global marked potential.

8. UN sustainability Goals

Startups with solutions and servises that cover at least three of the UN Sustainability Goals

PEOPLE



POTENTIAL



PASSION



General information

1. Teams

Teams should have a minimum of two members and a driving passion to succeed.

2. Registered Company

Only teams with a registered company or a plan to register one during the program will be accepted to the program. ITSA is a early stage program and companies should be in the early stage proses of development.

3. Participant fee

ITSA has a fee of 20 000 NOK pr. company. Students and R&D based companies can apply to the Plogen program to get the fee funded.

4. What businesses are we looking for?

We focus on Energy, Renewables and Health related ideas, products and services. We also have a burning heart for businesses driven on Passion.

5. Duration of program

In the program we meet up for 1 to 2 full days a week for pitch training, mentoring, lectures, workshops and networking. The program lasts for 12 weeks and is executed in daytime. ITSA Days start at 08.30 in the morning.

6. Selection of 10 – 12 companies

We invite a selection of the applying companies to present for the ITSA/Validé team with guests. Validé selects between 10 & 12 companies based on the presentation, that will be invited to enter the full program.

7. What do we expect?

As a ITSA company we expect teams to prepare well and meet for every ITSA day and collaborate in building a happy environment for sharing & learning & doing.

8. Demo Day & Investment offer from Validé

Validé offers up to a total of 500 000 NOK in investments for 1 - 3 companies pr. program. At the final pitch on Demo Day, a jury will select the companies that gets an offer of investment from Validé.

9. Partners

ITSA is connected to a selection of program partners, public partners, investor- and community partners. Partners will be present on allocated ITSA days.

10. Location

Validé and ITSA is located at Innovation Park Stavanger, Norway, the regions largest startup community.

47 companies has
completed the
program

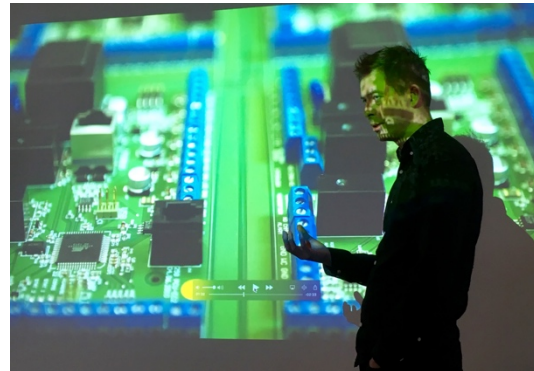
85 % is developing
Products &
servises

30 % is growing

25 % is R&D or
student based
companies

What`s in it for startups?

- Free office space during the program
- Breakfast & Lunch on ITSA days
- Around 20 lectures & hands on workshops
- Access to investor & partner network
- Access to founders
- Access to the regions largest Startup Community at Innovation Park Stavanger in Campus Ullandhaug
- Access to key resources on early stage business development.
- Up to 500 000 NOK investment offer from Validé.



ITSA Partners:

Program Partners:



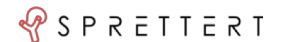
Public Partners:



Network & community:



STAVANGER VEKST





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