

APPLICANTS

# ITSA GROWTH

Energy - Health - Smart Technology

WITH FUNDRAISING  
FOR STARTUPS®  
MODULE

**Our mission is to give early stage growth companies the tools, network and funding leads to support the building of international growth companies.**



## Develop skills and network

The ITSA Growth Program is developed and facilitated by Validé in collaboration with our partners.

Validé is ranked as one of Norway's best incubators. We have 20 years of experience in developing and investing high risk capital in new companies. We are early phase specialists and have a current portfolio of around 80 companies. ROI on our ten best exits is 14. Validé has successfully run five previous accelerator programs.

Our four-month program is a training program for dedicated early stage growth companies. The program is designed to give companies business development tools, network, investor leads and skills to get fundraising ready and to grow. The program will take companies through five essential themes: Know yourself, Due diligence & Fundraising, Know your market, Strategies for raising capital and Strategies for Growth.

## ITSA Growth with Fundraising for Startups® module

The Fundraising for Startups module is part of the Innovation Norway competence programs and it is run in collaboration with Angel Challenge. This model is as an additional part of the program and free of charge.

## The Program

During the four months, 8 - 10 companies will meet for five sessions of two full day gatherings. The sixth session is the Final Demo Day. The full day gatherings are built around company presentations, lectures, workshops, investor and industry meetings, mentoring and networking events.

### Who can join:

- Pre-seed or seed companies
- Companies registered in Norway
- Planning to fundraise in the next 6 - 12 months
- Dedicated team of 3+
- Tested prototype and/or some sales
- Team with dedication to grow

### Hands-On Learning and Guiding

We believe strongly in teaching and hands-on guiding. We bring in funding partners, industry partners, academic partners and key people for mentoring, networking, feedback, lectures & workshops.

### Location

Innovation Park Stavanger - [www.ipark.no](http://www.ipark.no)

### Fee:

28 000,- NOK pr. company. The ITSA program is supported by the public partners Rogaland County Council, City of Stavanger and SIVA.

**Fundraising for Startups®** extra module is free, covered by Innovation Norway.

### Apply to program and learn more:

[www.validé.no](http://www.validé.no) [www.itsaccelerator.com](http://www.itsaccelerator.com)

**Apply before:** September 20th

Public funding partners:



# ABOUT THE PROGRAM

## WHAT'S YOUR IMPACT?

The program supports the UN Sustainability Goals. Companies in the program should be able to define at least two goals supported by the company's strategy.



## This is the seven goals we focus on

3: Good Health and well-being, 5: Gender equality, 7: Affordable and clean energy, 9: Industry innovation and infrastructure, 11: Sustainable Cities and communities, 12: Responsible consumption and production and 17: Partnerships for the goals.

## PROGRAM CONTENT

The program will take companies through five essential themes:

1. Know yourself
2. Know your market
3. Strategies for raising capital
4. Strategies for Growth
5. Due diligence & Fundraising (including FFS extra module)

### Whats in it for companies

- Pitch training & feedback sessions
- Market evaluation
- Due diligense & Fundraising
- Strategies for raising capital
- Strategies for growth
- Access to industry network
- Access to fundraising network
- Access to Mentors
- Access to community

### FFS extra module

- Due diligence and risk assessment
- Financials & Fundraising
- Investment terms and deal making
- Plans and performance

## Program Schedule

- Session 1: 30th & 31th Oct 2019
- Session 2: 20th & 21st Nov 2019
- Session 3: 10th & 11th Dec 2019
- Session 4: 14th & 15th Jan 2020
- Session 5: 4th & 5th Feb 2020
- Session 6: 25th Feb 2020 - Demo Day

Designed for companies within the areas of:

**Energy - Health - Smart Technology**

### Contact:

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## Partner network:



*"Validé was absolutely crucial for Shoreline being founded and gaining the first funding"*  
Ole-Erik Vestøl Endrerud, CEO Shoreline

*"If we had participated in ITSA in the first phase of developing our company, our path to success would have been significantly easier."*  
Randi Wågø Aas, CEO Presenter

# FUNDRAISING FOR STARTUPS

Get ready for growth and fundraising. Learn the skills to grow your business and how to attract investors.



## Extra Module for ITSA Growth program

### ABOUT THE MODULE

The Fundraising for Startup module is a three full-day sessions for early stage companies in Norway with the ambition to grow and expand their business. This module is a collaboration between Innovation Norway and Angel Challenge to support more Norwegian founders with skills and experience on how to attract investors to their company and how to build international growth companies.

As a part of the ITSA Growth program, you have the opportunity to join this free module to develop your fundraising skills and become fundraising ready by preparing you to successfully go through investor meetings and the due diligence process.

#### Learning by doing

In Angel Challenge we use the 'learning by doing' methodology. Participants learn to become fundraising ready by developing plans for their business and setting their company for growth, by preparing for due diligence and deal negotiations, and by training their communication skills towards investors and stakeholders.

#### About Angel Challenge

Since 2015 Angel Challenge has engaged and trained 500 new Norwegian investors through the Angel Challenge Programs that have invested more than 70 million NOK in 40+ startups, making it one of the most active investment arenas in Norway.

### What You Will Learn:

Due diligence and risk assessment

Identify and improve the relevant documents to provide to investors and build your due diligence data room. Self-asses the risk of your company and set up a risk mitigation plan

Financials and Fundraising

Test and validate the scalability of your business model. Build a financial model and identify your funding needs. Select the best funding source for your company and develop a fundraising plan.

Investment terms and dealmaking

Learn investment terminology, startup valuation methodologies, the common investment deals and the art of closing a round.

Plans and performance

Develop and test your go to market plan and product roadmap. Identify the relevant metrics for your company. Set growth goals and processes to measure progress. Look for the the skill gaps in the team and set up a recruitment plan.

More information at  
[www.angelchallenge.com](http://www.angelchallenge.com)

#### Schedule

Session 1: Thu 31st Oct  
Session 2: Wed 20th Nov  
Session 3: Tue 10th Dec

#### Cost

The program is free, covered by Innovation Norway.

#### Where

Innovation Park, Stavanger.

#### Contact:

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