

Workshop I:

AI Market and Technology Insight (2 days)

December 4th & 5th, 2023 in Darmstadt

Day 1) AI Target Market & Validation

Morning Session: AI Target Markets

- AI-Technology usually boost or enables value propositions. Therefore usually they target B2B & B2G markets. We will discuss and conduct about their special characteristics and ways of customer acquisition and market entry strategies in these markets.
- Group Works about how these circumstances will affect the individual AI startups business models.

Afternoon Session: Validation

- Group Work Presentation
- Introduction to Market Validation Methods & Validation Planning
- Group Work for developing validation plans for the individual AI startups

Workshop I:

AI Market and Technology Insight (2 days)

December 4th & 5th, 2023 in Darmstadt

Day 2) Rapid MVP Development for AI Applications and beyond

Morning Session: Rapid MVP Development with Low Code

- Goal is to show how a MVP can be build for the basic operation of an AI Application in no time to start early on with the market validation. To show afterwards how single components such as LLMs can be replaced with own created models
- Interactive, we will build all together and everybody for themselves an API orchastrated AI solution with Low code for a specific use case which will run in practice at the End of the session.

Afternoon Session: From MVP to Product Development in practice (LLM-Model example)

- Introduction to LLM and Fusion AI Models and the setup of an own LLM model environment
- Interactive fine-tuning of an own open source LLM for a specific use case from the developed MVP
- Replace the API from a third party LLM within the MVP through the own fine-tuned LLM and test the results

Workshop II:

Initial Customers Acquisition and Branding for AI Startups (2 days)

January 25th & 26th, 2024 in Darmstadt

Day 1) PoC Project Legals & AI Startup Experience Exchange

Morning Session: Intro to PoC Projects & Legal conditions

- The goal is to learn how to use PoC projects as market entry tool for AI startups in B2B and B2G markets
- An Intro will explain what Poc Project are and why AI Startups need them
- Discussion about the legal environment to conduct PoC Projects and protect generated IP
- Discussion about legal & tax related implications of conducting paid PoC projects and how to do it without loosing Pre-incooperation status

Afternoon Session: AI Startup Experience Exchange

- The company founder from PipePredict will share her experience of her first PoC projects
- How do they acquired them, how did they implement them and what was the results?
- How did they use the PoC projects for their further development and what would they do different if they would do it again?
- Group Work for developing an own PoC project concept

Workshop II:

Initial Customers Acquisition and Branding for AI Startups (2 days)

January 25th & 26th, 2024 in Darmstadt

Day 2) Sales and Branding Tools for AI Startups in Practice

Morning Session: B2B Sales and Marketing Concepts & LinkedIn as Customer Access Tool in Practice

- The Goal is to understand the fundamental concepts in sales and marketing for relevant AI startup markets and learn to thrive with it.
- Introduction to general concepts for Sales and marketing in the target markets for AI startups
- Introduction to LinkedIn as Tool for Awareness Creation and Customer Access
- Practical Insights of using LinkedIn professionally and creating content for it with group works for own content creation

Afternoon Session: Branding & Awareness Creation with TikTok in Practice for AI Startups

- The goal is to understand how to use TikTok as branding tool and understand the features of it as tool which has one of the highest reach outs at the moment
- How does TikTok work and how can you create high reach out fast based on algorithm insights?
- How to develop marketing/branding formats in TikTok and what you have to look at by doing so
- Group work to develop first own concept format for own tiktik video
- How to come from concept to video with practical examples and further excersises of how companies use it and analysing existing accounts?