

LECTURE & WORKSHOP PORTFOLIO 2021

MARTIN GIESE
AUTHOR AND LECTURER
MD XPRENEURS INCUBATOR
BUSINESS ANGEL



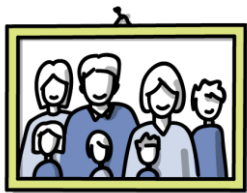
ABOUT ME — MARTIN GIESE



- **Studied Law & Journalism** (Hamburg, Geneva, Singapore), **MPA** (Harvard) and **MBA** (MIT Sloan)



- **Professional Experience** at Solon Management Consulting (4 Years) and Kabel Deutschland/Vodafone (13 Years).
Managing Director (Geschäftsführer) Vodafone KDK GmbH until 7/17
- **Managing Director at XPRENEURS** (early stage startup incubator)
- **Coach/Lecturer** at MIT Delta V Accelerator, Copernicus, Wayra, LMU EC, Plug and Play RetailTechhub, Climate-KIC, Techstars Startup Weekend, Founder Institute, Fraunhofer Ventures
- **Author and Blogger** „Startup Finanzierung“ (2020) and „Fast Forward: Accelerating B2B Sales for Startups“ (2021)
- **Business Angel** (Kinexon, Cliniserve, Wappier, Spyra, Primo Espresso)

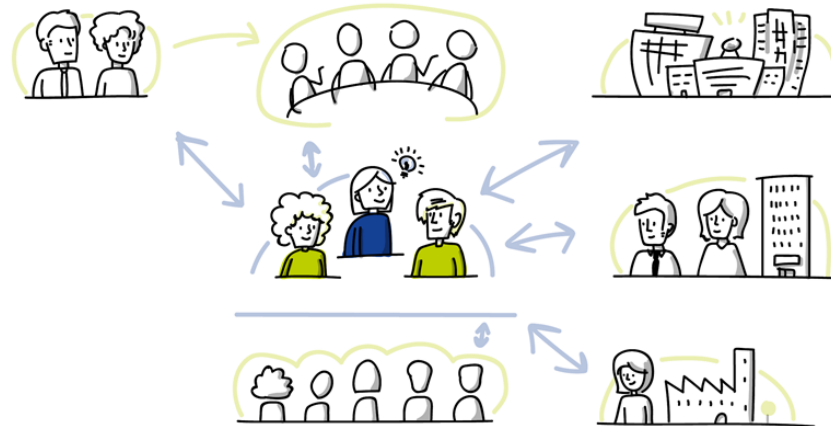


- **Married, 5 kids**

NEGOTIATION MANAGEMENT FOR STARTUP FOUNDERS

CONTENTS (2-DAY VERSION)

- **Roleplays and debriefings** (50% of workshop time) of increasing difficulty, e.g. from a 2-player negotiation (sale of oldtimer) to a 4-player negotiation between founder, CEO candidate, corporate investor and VC
- **Additional interactive exercises** like active listening, empathy (“putting yourself in their shoes”), dealing with difficult counterparts
- **Theory blocks** covering the essence of the Harvard concept of Win-Win Negotiations and developing an actionable framework
- **Many tips** for preparation and the core process of negotiations



Length: 4 hours to 2 days (9am-6pm including a lunch break), onsite or virtual

Recommended group size: 6 (minimum) to 16 (maximum)

Clients: Climate-KIC, EIT Health, EIT Food, EMBA TU Munich, CDTM, Univ. Passau, MIT Delta V

Language: English or German (charts and cases will be in English)

Preparation included:

Customization to group context and goals, preparation of cases (Harvard licenses and printing included), course materials and handouts, preparatory email to participants

Follow-up included: Availability for individual telephone support after workshop

STARTUP FINANCING AND BUSINESS MODEL CLINIC



STARTUP
FINANZIERUNG.COM

CONTENTS

- **Lecture and class discussion** covering strategic decisions on raising capital, funding sources, how to identify matching investors and move from first contact to signing the investment
- **Business model clinic** to analyze and evaluate a real startup business model spreadsheet like an investor would

Length: 4 hours

Clients: Climate-KIC (Masterclass), EIT Food, XPRENEURS Incubator, EMBA TU Munich, Univ. Passau

Language: English or German (charts will be in English)

Optional add-ons: Guest lectures, mock sessions of business angel network to simulate investor decision-making

B2B SALES FOR STARTUPS



CONTENTS

- **Lecture and class discussion** covering all aspects of B2B sales for startups: from founder sales to market segmentation, pricing, contract negotiation, sales process, customer conversations, pipeline management, reporting, sales organization, and customer success
- **Interactive exercises** like sales roleplays and problem-solving in breakout teams, class surveys and brainstormings

Length: 1 day

Clients: EMBA TU Munich, XPRENEURS Incubator

Language: English or German (charts will be in English)

Optional add-ons: 2-day version integrated with negotiation elements also possible

ADDITIONAL TOPICS AND KEYNOTES

Entrepreneurial Leadership – up to 1 day

Corporate Innovation – 1.5 hours

Soft Skills for Sales – 1.5 hours

Unit Costs (CLV & CAC) – 1.5 hours

How Does a Business Angel Think? – 1.5 hours

Contact:

m_giese@hotmail.com

+49 160 / 8967554

