



EIC Business Coaching: How it works

Business coaching will empower you to reach success with your innovation project.

Coaching through the EIC program empowers your business with the insights and confidence needed for growth, focusing on business development rather than just technology. While a coach will not do the competition analysis for you, they will guide you on how to navigate it effectively. The coaching experience refines your strategy, accelerates your market entry, and sharpens your business approach.

96% of your peers have felt this positive impact. With the EIC, you have access to highly qualified, independent coaches with extensive experience—helping you take your business to the next level.

Hugo Macedo, Smart Separations:

"Wolfgang's questioning inspired us to change the strategy immensely. We are now engaging with potential partners from his network."

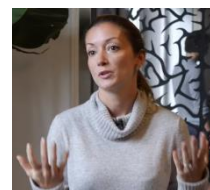
Your individual needs for business development are leading

- You need a path to a position in the right market.
- You want to find investors and partners, so you need a pitch and a negotiation stand.
- New people get on board and you wish to keep the team spirit you had in the beginning.
- You want to voice your doubts and need peace of mind to see the big picture.

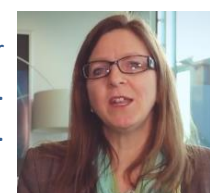
Your coach will:

- Challenge your assumptions
- Coach will help you clarify:
 - What do you want to achieve?
 - What is necessary to reach that?
 - What is your biggest challenge?
 - How will you get there?
- Save time and money avoiding rookie mistakes
- Consider new options, foreign markets
- Access the coach's industrial/market networks
- Improve your leadership

Check Vesna's
testimonial
after coaching.



Check Didier
and Veronica.
How they coach.



Find your coach.

For the highest benefit, we recommend you use a foreign coach to pick up another perspective. You will find [matching coaches here](#).

Tomáš Šalamon, Netcampaigner:

"It was a surprise how the coaching with Didier changed our market perspective completely. Now we are really confident about the road ahead."

Coaching brings you peace of mind!

All the best and kind regards,
Marius Ipate

EIC Acceleration & Coaching Team.