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COURSE BROCHURE

# New Venture Development and Stage-Gate Funding Training Course

8 – 12 March 2027
Vienna

# New Venture Development and Stage-Gate Funding Training Course

**Ref:** 1724_63216 **Date:** 8 – 12 March 2027 **Location:** Vienna **Fees:** 5900 GBP

New Venture Development and Stage-Gate Funding is a 1-week training course for corporate innovators, intrapreneurs and founders who must move an idea from opportunity discovery to launch, producing a venture funding gate pack. Boards now release venture capital in tranches tied to evidence. Jupiter Prime Training runs New Venture Development and Stage-Gate Funding for this audience.

## Why New Venture Development and Stage-Gate Funding Matters Now

Three groups shape new ventures today: sponsors releasing money in staged tranches, customers expecting a say before anything is built, and investors judging unit economics before profit appears. Handled well, venture development stops weak ideas cheaply and scales strong ones; handled badly, it funds pet projects and starves promising ones. The course rests on the Stage-Gate model for phased investment decisions, the Business Model Canvas for describing how a venture creates and captures revenue, and Lean Startup build-measure-learn cycles for testing assumptions.

## Who Gains Most from New Venture Development and Stage-Gate Funding

- Corporate innovators turning sponsored ideas into investable venture cases
- Intrapreneurs running customer discovery inside an established business
- Founders preparing a young company for its first structured funding round
- Venture board members deciding pass, pivot or stop at each gate
- Finance partners modelling venture cash needs against milestones

A venture team sending its lead, finance partner and gate sponsor together gains most, sharing one language for evidence.

## New Venture Development and Stage-Gate Funding Capabilities

Participants turn uncertain venture assumptions into evidence a funding board can act on.

- Map riskiest venture assumptions into a ranked test backlog — the sponsor deciding which experiment runs first
- Design customer interviews and smoke tests with clear pass criteria — the venture lead judging problem-solution fit
- Build a business model canvas with revenue and cost logic — the gate board weighing commercial viability
- Calculate unit economics, burn rate and runway — the finance partner sizing the next tranche
- Specify gate criteria and kill rules for each phase — the venture board choosing pass, pivot or stop
- Communicate a funding ask backed by validated learning — investors and internal sponsors releasing capital

## Key New Venture Development and Stage-Gate Funding Terms

- Stage-Gate — a model that splits venture development into phases separated by decision points where funding is continued, changed or stopped.
- Minimum viable product — the smallest offer that lets a venture team test a key assumption with real customers.
- Problem-solution fit — evidence that a defined customer segment has a pressing problem and values the proposed answer.
- Burn rate — the amount of cash a venture spends each month before revenue covers its costs.
- Runway — the number of months a venture can operate on its current funds at its present burn rate.
- Tranche funding — releasing venture capital in instalments, each tied to reaching an agreed milestone or evidence threshold.

## New Venture Development and Stage-Gate Funding Day by Day

### Day 1: Opportunity Discovery and Venture Framing

- Opportunity Screening Matrix — Which Venture Ideas Deserve Discovery Time
- Jobs-to-Be-Done Interviews — Defining the Customer Problem Worth Solving
- Market Sizing Top-Down and Bottom-Up — Judging Whether the Prize Justifies Effort
- Venture Thesis Statement — Aligning Sponsor and Team on Intent
- Assumption Mapping Grid — Ranking Desirability, Feasibility and Viability Risks

### Day 2: Customer Validation and Lean Experiments

- Build-Measure-Learn Loop — Choosing the Fastest Test for Each Assumption
- Smoke Tests and Landing Pages — Gauging Demand Before Building Anything
- Minimum Viable Product Types — Matching Concierge or Prototype to Learning Goal
- Experiment Cards With Pass Criteria — Deciding What Counts as Evidence
- Pivot or Persevere Review — Responding When Customer Signals Disagree

### Day 3: Business Model Design and Venture Economics

- Business Model Canvas — Testing How the Venture Creates and Captures Revenue
- Value Proposition Canvas — Matching Offer Features to Customer Gains
- Pricing Experiments — Setting a Price Customers Will Actually Pay
- Unit Economics and Contribution Margin — Proving Each Sale Adds Value
- Burn Rate and Runway Model — Sizing Cash Needs Between Milestones

### Day 4: Stage-Gate Decisions and Venture Finance

- Stage-Gate Phase Design — Setting Deliverables Expected at Each Gate
- Gate Criteria and Kill Rules — Choosing Pass, Pivot or Stop Objectively
- Tranche Funding and Milestone Contracts — Releasing Capital as Risk Falls
- Internal Venture Board Versus External Investors — Selecting the Right Funding Route
- Venture Valuation Basics and Term Sheets — Weighing Dilution Against Control

## Day 5: Practising the Venture Funding Gate Pack

- Evidence Log From Earlier Experiments — Showing What the Team Has Learned
- Updated Business Model Canvas and Unit Economics — Defending Commercial Viability
- Launch Readiness Checklist — Confirming Channels, Operations and First Customers
- Mock Gate Review With Peer Board — Rehearsing Pass, Pivot or Stop Questions
- Venture Funding Gate Pack — Assembling the Next Tranche Request

## Applying New Venture Development and Stage-Gate Funding After the Course

- Run an assumption mapping session and launch the two riskiest experiments with written pass criteria.
- Agree gate criteria and kill rules with the sponsor before the next funding review.

## New Venture Development and Stage-Gate Funding Questions FAQ

### What is New Venture Development and Stage-Gate Funding and why does it matter now?

It is the discipline of taking a venture from idea to launch through evidence-based phases, with money released at each gate. It matters now because sponsors fund ventures in tranches and expect validated learning first.

### Which roles gain most from New Venture Development and Stage-Gate Funding?

Corporate innovators, intrapreneurs and founders gain most together with the board members and finance partners who judge their funding requests.

### How does New Venture Development and Stage-Gate Funding differ from a course on innovation strategy?

It focuses on building and funding one venture step by step, not on shaping an organisation's overall innovation portfolio.

### What do you bring back from New Venture Development and Stage-Gate Funding?

You bring back a venture funding gate pack: an evidence log, updated business model, runway model and tranche request for your sponsor.

## New Venture Development and Stage-Gate Funding: The Way Forward

The venture funding gate pack informs the first decision a sponsor faces: whether to release the next tranche, ask for a pivot or stop. Venture leads, finance partners and gate boards use it as their shared record of evidence. After its first use, revisit the kill rules, since early gates reveal which signals truly predict demand.