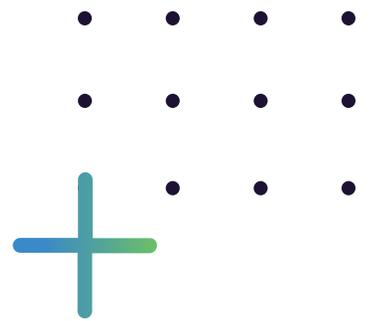
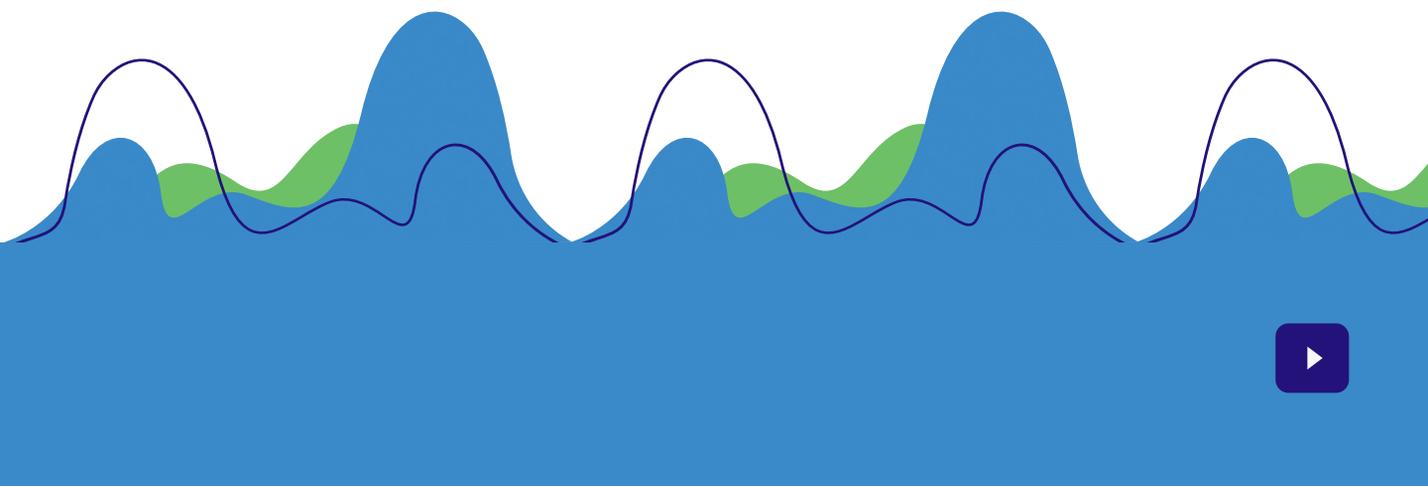


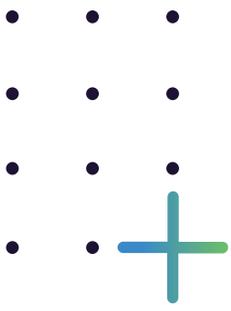
Questups



Build your product for the UK market
successfully

Find key partners and the right investors





Why Questups

From UK product strategy to scaled sales - we provide access to a network of trusted partners:

- industry organisations and associations
- universities and grant experts
- angel and seed investors



Challenges

+ **Product perfectionism**

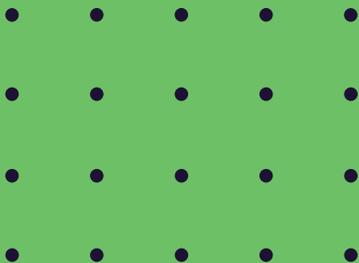
Tech founders waste time and money in over-engineering products before they know enough for their early-adopting customers

+ **Lack of key contacts and market knowledge**

Key strategic partners - industry associations, angels, advisors and universities

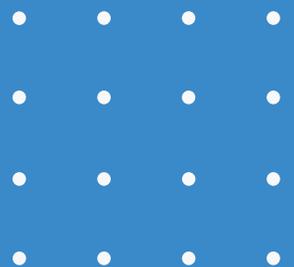
+ **Lower growth**

Companies often fail to find seed investors and first UK paying customers Great sales and marketing expertise is hard to find



Opportunities

- 🔍 **Nail your problem-solution fit for the UK**
- 🔍 **Find your key strategic partners and door-openers**
- 🔍 **Optimize your UK funding and sales strategy**



	Customer, Value and Product	Partners, Advisors and Angels	Leads, Seed and Growth
--	-----------------------------------	-------------------------------------	------------------------------

1 Define your TOP 3 early adoption sub-segments and prepare a questionnaire for customer data collection

✓

✓

✓

2 Reach the right personas and conduct problem-solution validation interviews

✓

✓

✓

3 Hands-on, support and feedback to collect valuable data

✓

✓

✓

4 Find your TOP sub-segment and value proposition for it by analysing the data points

✓

✓

✓

5 Validate your Unique value proposition (UVP) and nail your problem-solution fit

✓

✓

✓

6 Research and list potential strategic partners for your UK UVP

✗

✓

✓

7 Establish relationships with key industry organisations - associations, universities and grant experts

✗

✓

✓

8 Facilitate meetings and close deals with angel investors

✗

✓

✓

9 Attract key mentors in a regularly functioning advisory board

✗

✓

✓

10 Find your killer product feature

✗

✓

✓

11 Lead generation with an advanced industry-specific approach for your UK market

✗

✗

✓

12 Research potential seed investors and present your key metrics to close on optimal valuation

✗

✗

✓

13 Optimise your spent by hiring the best UK team-extends for sales and marketing

✗

✗

✓

14 Hands-on support in meetings and closing deals with paying customers (10-15% growth monthly)

✗

✗

✓

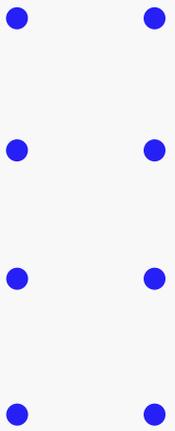
15 Pivot or prove your product-market fit

✗

✗

✓

Pricing



€1,000

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20 hours/per month



€2,000

"Customers, Value and Product" +
"Partners, Advisors and Angels"
40 hours/per month

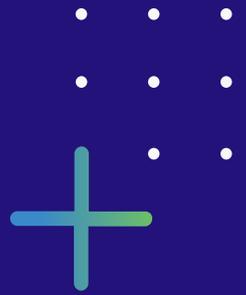


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"Partners, Advisors and Angels" +
"Leads, Seed and Growth"
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will be selected

