

# STARTUP ADVENT CALENDAR

TAKE 24 DAYS BEFORE CHRISTMAS HOLIDAYS  
TO BOOST YOUR STARTUP GROWTH WITH THE STARTUP CLUB

SUN	MON	TUE	WED	THU	FRI	SAT
		List your 2020 achievements: revenues, partnerships, customers etc. <b>1</b>	Make a list of financial and non-financial goals for 2021. <b>2</b>	Learn about Food Tech at Food & Beverage Pitch Night. <b>3</b>	Do a market research: are there any new competitors emerging? <b>4</b>	Focus on your customers: what feedback did they give you so far? <b>5</b>
Read The Startup Club blog to get new ideas and inspiration. <b>6</b>	Think long-term: what new product, service or features you want to develop. <b>7</b>	Discover Health Tech startups at our Healthcare Pitching Forum. <b>8</b>	Research and make a list of new big clients you want to approach. <b>9</b>	Attend Investor Networking Conference & network with participants. <b>10</b>	Research and make a list of new partners you want to approach. <b>11</b>	Look at your social media presence: what can you do more of? <b>12</b>
Follow 5 new startup pages on LinkedIn. <b>13</b>	Look at your website: what can be improved and how? <b>14</b>	Write down ways in which you can improve your customer service in 2021. <b>15</b>	Learn about Abraham Accords at the Arab-Israel Startup Festival. <b>16</b>	Sit down for a talk with your team to get their feedback and ideas. <b>17</b>	Take a look at your marketing: what is the ROI of your existing efforts? <b>18</b>	Write down 5 creative marketing ideas to implement in 2021. <b>19</b>
Share in a LinkedIn post 5 interesting startups you met in 2020. <b>20</b>	Write down all the previous findings / ideas in your 2021 Business Plan. <b>21</b>	Share the Business Plan with your team and ask them for their input. <b>22</b>	Write down the list of actions to implement from January 1st. <b>23</b>	Wish your team, your shareholders and stakeholders Merry Christmas! <b>24</b>		