

TechStep Sweden 2025/2026

Detailed programme



	After active participation to this phase, you will be able to:	Activities included*:
PHASE 1 Get to know the market 20 January–30 March 2025	<ul style="list-style-type: none">• reason about the potential of the Swedish market for your product/service.	<ul style="list-style-type: none">• Masterclass series: How to succeed in the Swedish market• Studyvisit and networking: TechArena, Stockholm (19–21 February 2025)• 1-on-1 coaching: Build your business export strategy for the Swedish market• Monthly check-ins: Group progress discussions
PHASE 2 Building pipeline 1 April–30 June 2025	<ul style="list-style-type: none">• create a realistic business export plan for the Swedish market.• execute, in a result-oriented manner, the business export plan for the Swedish market.• prepare effectively for participation at tech events in Sweden and enlarge your contact network.	<ul style="list-style-type: none">• Workshop: Practical steps to a successful execution of a business export plan• Masterclass: sales techniques for the Swedish market• Stockholm Tech Show preparation: Schedule customer meetings• Networking event: TechStep Sweden Meetup, Stockholm (13 May 2025)• Exhibition: Stockholm Tech Show (14–15 May 2025) – participate as an exhibitor or visitor• 1-on-1 coaching: Continued support for execution of the export plan• Monthly check-ins: Track progress and set milestones

PHASE 3

Lead capture

1 July–30 September 2025

- execute an effective follow-up of the existing contacts in Sweden.
- improve the execution of the business export plan for the Swedish market.
- increase your network in Sweden.
- **Following up** on contacts and continue to grow your network
- **TechStep autumn kickoff** (1 September 2025)
- **Group coaching session:** Business export plan – reflect, review and update (September 2025)
- **Accelerated business growth:** One month on-site in Stockholm (optional, for companies that show results)
- **1-on-1 coaching:** Continued support for execution of the export plan
- **Monthly check-ins:** Track progress and set milestones

PHASE 4

Accelerate

1 October–31 December 2025

- reflect on the market potential and opportunities outside Stockholm.
- reflect on the pros and cons of heaving an own presence in Sweden.
- continue improving execution of the business export plan for the Swedish market.
- continue increase your network in Sweden.
- **Scaling:** Expand business using your network
- **Business trip:** Explore markets outside Stockholm (dates to be communicated during spring 2025)
- **Continued on-site work:** One month in Stockholm (optional, for the companies that show results and need a longer presence on-site)
- **1-on-1 coaching:** Focused support for your sales process
- **Monthly check-ins:** Track progress and set milestones

PHASE 5

Growth

1 January–31 March 2026

- continue independently to make market assessments and update your business export strategy accordingly.
- continue independently to grow your business in the Swedish market.
- **Kickoff** for the spring 2026
- **Participation** in TechArena, Stockholm (February 2026)
- **Matchmaking event** (in connection to TechArena 2026)
- **1-on-1 coaching:** Focused support for your sales process
- **Monthly check-ins:** Track progress and set milestones

* Other activities can be added depending on the needs of the companies included in the cohort. This could be done especially in the second part of the programme.