

Program Dates & Overview

Application Deadline: September 28.

November 10. / 11.

Kickoff & Lab I

- Understand your Startup Toolbox: Startup ABC & Agility
- What's your purpose? Set up your Strategic Core
- Reflect on your Teams strenghts and roles and see who is still missing
- Working Session & Founders' visit

November 24.

Lab II

- Learn how to structure a pitch that communicates your idea and vision clearly
- Explore storytelling techniques to explain your idea and connect with your audience effectively

December 8. / 9.

Lab III

- Explore your market possibilities and define potential market segments for your innovation.
- Understand your customer to validate your idea, and build a prototype to gain customer insights
- Use AI to raise efficiency within your Startup journey
- Working Session & Founders' visit

January 12. / 13.

Lab IV

- Craft an impactful business model or refine an existing one with IEC's Business Impact Canvas.
- Uncover the best financing strategies and funding opportunities
- Map out the next steps for your venture
- Working Session & Founders' visit

February 2. / 3.

Lab V

- Learn to effectively pitch your idea to co-founders, stakeholders, and investors.
- Thrive and Survive as an Entrepreneur: create a (resilient) Founders' mindset
- Working Session & Founders' visit



March 4.