Unlock the entry market for your business and have a flying start!

Are you living, working or studying in the Brainport Region and have you already found an entry market for your business? Is it time to launch your business? Then this program is for you.

LAUNCH focuses on founding a startup. After this program you understand all risks involved with the presumed business model and you will have an understanding on how to validate these risks. With this program we help you to make a solid decision on which goals to pursue and you get a clear view on all the risks involved with your business model. During the program you will get guidance from experienced business developers tailored to your needs.

WHAT’S IN IT FOR ME?

- A strong start on the market;
- Exclusive and high-quality program;
- Workshops taught by experts from the field;
- Personal attention;
- Guidance from business developers tailored to your needs;
- Access to a vast startup ecosystem;
- IP remains yours;
- Free program valued at €7.500.

WHAT DO WE EXPECT FROM YOU?

- Attendance at all workshops;
- Active contribution during workshops;
- Commitment;
- Your feedback, so this program can only get better;
- Your story and photos for PR purposes;
- You being an ambassador for the program.
Our **Launch** Program

All workshops on Thursdays, from 17.30 - 21.00 hrs.

**Thursday 10 September**
Vision by Stephan Botz // You come to a clear vision statement with trends that outline momentum.

**Thursday 17 September**
Business model frontside by Gijs van de Molengraft // Explore your solution and revenue model.

**Thursday 24 September**
Customer interviews by Stephan Botz // Present your findings about your solution and revenue model.

**Thursday 1 October**
Business model backside by Gijs van de Molengraft // Validate your activities and resources.

**Thursday 8 October**
Startup roadmap by Stephan Botz // You will create a roadmap which states your plans for the coming year.

**Thursday 15 October**
Let’s connect! // Festive closing event.

**In Short:**
Anyone can start a company. However, to make a business successful, you need determination and passion as well as other information relevant for a starter.

**#1 Frame**
Hands-on program to set your entrepreneurial profile and the value proposition of your idea.

**#2 Load**
Get to know your entry market, customers and how industry experts can help you get a foot on the ground.

**#3 Launch**
You already found an entry market for your business. We get you ready to have a flying start with your business!

Do you want more information about our programs or STARTUP*EHV in general? Please contact Rachel van de Greef r.g.e.m.v.d.greef@tue.nl // 06 290 257 85