STARTUP*EHV INCUBATION PROGRAM

LOAD*

Get to know your customers and find the entry market for your business.

Are you living, working or studying in the Brainport Region and working on a new technology or product and not yet thought about your market entry? We created a tailored program for you to discover the structure of your entry market, which launching customers there are in that market segment and how industry experts can help you to set foot on the ground.

We will work with you in an intensive two month period. You will participate in six workshops where we will help you get focussed on the right market. In between each workshop you will talk to customers and determine the playing-field for your company. You will unlock the entry market for your product! The goal is to connect you with the right customer and market segments to start your company. After this program you will hit the ground running!

WHAT’S IN IT FOR ME?
- A soft landing on the market;
- Exclusive and high-quality program;
- Workshops taught by experts from the field;
- Personal attention;
- 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.

www.tue.nl/startupehv
All workshops on Tuesdays, 16.45 - 17.30 hrs Bite to eat followed by workshop from 17.30 - 21.00 hrs.

### Tuesday 8 September
**Vision by Stephan Botz** // You come to a clear vision statement with trends that outline momentum.

### Tuesday 15 September
**Map your market by Gijs van de Molengraft** // You come to a market map with all initial assumptions about the market.

### Tuesday 22 September
**Stakeholder interviews by Stepan Botz** // You learn how to perform stakeholder conversations to discover the right segments.

### Tuesday 29 September
**Customer interviews by Gijs van de Molengraft** // You learn how to analyze data from your stakeholder conversations.

### Tuesday 6 October
**Solution discovery by Stephan Botz** // You will build a pitch which elaborates the customer problem and your choice for a specific market segment.

### Tuesday 13 October
**Let’s connect!** // Validate your market entry pitch with field experts including: investors, industry leaders, technology experts.

---

**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.

---

**START UP EHV**

**#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

---

**THANKS TO OUR PARTNERS:**

**BRIGHTMOVE** we get your idea moving

**TU/e** EINDHOVEN UNIVERSITY OF TECHNOLOGY

**BOM**