Are you living, working or studying in the Brainport Region and are you contemplating to start a business and would you like to discover what it’s like to be an entrepreneur? Then this program is for you!

We are living in an age of entrepreneurship. An age of unparalleled opportunity for innovation. The world loves stories of visionaries who see the future and chart a perfect course to intersect it. However, the reality is that most entrepreneurs simply fail. This program is designed for those who want to discover what entrepreneurship truly is and want to commit themselves to becoming an entrepreneur, by learning from those whom have come before and the science behind it.

**WHAT'S IN IT FOR ME?**

- A soft landing in entrepreneurship;
- Exclusive and high-quality program;
- Workshops taught by professionals;
- Personal attention with focus on your business case but moreover focus on who you are as an entrepreneur;
- Access to a vast startup ecosystem;
- IP remains yours;
- Free program valued at €5.000.

**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.
All workshops on Tuesdays, from 17.30 - 21.00 hrs.

Tuesday 8 September
Entrepreneurial mindset //
You will dive into the world of entrepreneurship and the mindset of an entrepreneur.

Tuesday 15 September
Entrepreneurial skills //
You learn about skills common with successful entrepreneurs, the skills necessary to change your plan and how to develop yourself and your business.

Tuesday 22 September
Vision //
The strive is to uphold a strong vision with facts. In this part you learn to formulate your vision and how to use it.

Tuesday 29 September
Idea generation and validation //
This workshop focuses on ideas. Specifically you discover how to generate ideas based on your own observations, how to validate them and how to value them.

Tuesday 6 October
Inspirational talks //
You will have an inspirational meet and greet with successful startups from this region and you will go into conversation with the founders.

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

THANKS TO OUR PARTNERS: