STARTUP/eindhoven
Incubation program
DemoLAB!

We believe that it's only by increasing the quality of the entire Brainport startup ecosystem that real IMPACT will be realized. That's why we founded the STARTUP/eindhoven incubation program.

You will unlock the entry market for your product! The goal is to connect you with the right market segment to start your company.

After this program you will hit the ground running!
5/2 Vision
You come to a clear vision statement with trends that outline momentum.
Stephan Botz

Dates
5 February
12 February
19 February
4 March
18 March
25 March

12/2 Map your market
You come to a market map with customer segments, industry and technology experts, and key partners.
Gijs van de Molengraft

19/2 Stakeholder interviews
You learn how to perform stakeholder conversations to discover the right segments.
Stephan Botz

Hours
16.45-17.30
Bite to eat
17.30-21.00
Workshop

4/3 Stakeholder interviews
You learn how to interpret data from your stakeholder conversations.
Gijs van de Molengraft

18/3 Customer problem
You will build a pitch which elaborates the customer problem and your choice for a specific market arrangement.
Stephan Botz

Location
To be confirmed

25/3 Let’s connect!
Validate your market entry pitch with field experts including: investors, industry leaders, technology experts.
DemoLAB

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 get a 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.

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 €7500.

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.