We believe that only by increasing the quality of the entire Brainport startup ecosystem that real IMPACT will be realized. That’s why we founded the STARTUP*EHV incubation program.

We are living in an age of entrepreneurship. However, the reality is that most entrepreneurs simply fail. FRAME is designed for those who want to discover what entrepreneurship truly is and want to commit themselves to becoming an entrepreneur.
### Entrepreneurial mindset
You will dive into the world of entrepreneurship and the mindset of an entrepreneur.

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<tr>
<td>8/9 September</td>
<td>Entrepreneurial mindset</td>
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### Dates
**Tuesday**
- 8 September
- 15 September
- 22 September
- 29 September
- 6 October

### 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.

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<td>15/9 September</td>
<td>Entrepreneurial skills</td>
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### 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.

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<tr>
<td>22/9 September</td>
<td>Vision</td>
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### Hours
- **16.45-17.30** Bite to eat
- **17.30-21.00** Workshop

### 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.

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<tr>
<td>29/9 September</td>
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### 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.

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<tr>
<td>6/10 October</td>
<td>Inspirational talks</td>
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### Location
To be confirmed
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 €5000.

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 pics for PR purposes;
- You being an ambassador for the program.