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/eindhoven incubation program.

Have you already unlocked the entry market for your business and would you like to have a flying start? Join the Startup Readiness Program. During the program you will get acquainted with five core dimensions of a startup.
6/5 **Vision**
You come to a clear vision statement with trends that outline momentum.
Stephan Botz

**Dates**
6 May
13 May
20 May
27 May
3 June
16 June

13/5 **Business model frontside**
Explore your solution and revenue model.
Gijs van de Molengraft

20/5 **Customer interviews**
Present your findings about your solution and revenue model.
Stephan Botz

**Hours**
16.45-17.30
Bite to eat
17.30-21.00
Workshop

27/5 **Business model backside**
Validate your activities and resources.
Gijs van de Molengraft

3/6 **Startup roadmap**
You will create a roadmap which states your plans for the coming year.
Stephan Botz

**Location**
To be confirmed

16/6 **Let's connect!**
Festive closing event.
Startup Readiness

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. Startup Readiness 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 €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.

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