

➤ 22 MAY 24 WORKSHOP



A company, congratulations! And what now?

15.30-17.00 | Alpha Building, room 2.18
by Sander Weijnen & Don van Vlerken, EY

As a starter, what kind of requirements do you have for your administration and taxation? What are your obligations? Do you have tax benefits? And how do you get funding? EY will give you useful and valuable tips for a good start of your company during this workshop. Whatever your next step is, EY will help you grow from local to global.

➤ 27 MAY 24 WORKSHOP



Team-O-Meter: Build your team development plan in 4 hours

13.00-17.00 | Alpha Building, room 2.18
by Marc de Haas & Jacques Spijkers, BOM

This workshop is only meant for teams, not for individual participants.

Teams are asked to fill out a questionnaire one week before the workshop. During the workshop the outcome of this scan will be analyzed and discussed. Together you will make your own team plan. This also involves setting priorities; which point for improvement will you tackle first as a team? We will provide you with a visual brainstorming prompt to make this choice. At the end of the session, everyone will be on the same page and you will know what to tackle first. The workshop focuses on teaching you a system so that you can work on the other development points at your own pace.

Register before the 20th of May!

➤ 29 MAY 24 MASTERCLASS



Financial set-up and management for non-financial founders

15.30-17.00 | Alpha Building, room 2.12
by Robin Hendrickx, BOM
& Michel Ziekman, Rabobank

Finance is not boring, and during this workshop we will tell you why! Finance is one of the most crucial and at the same time overlooked elements of running an early-stage venture. Just ask ChatGPT about the importance of it, you will be shocked! During the workshop we will dive into the fundamentals of finance. You will be introduced to the world of financial strategy, set-up and management for startups. Topics such as a three statement model and easy ways to operationalize finance will be covered. After the session you will understand why finance is of utmost importance for an early-stage company and how you can easily start implementing a basic finance function within your venture.

June

➤ 04 JUN 24 MASTERCLASS



Product development: what do you need to develop a successful product

15.30-17.00 | Alpha Building, room 2.12
by Frank Poort, Vention

Creating the right product that works is a challenge and creating hardware-based products is even more challenging. In this masterclass you will learn about the different steps in the product development process and what approach is needed to make this a success. We will go over some of the fundamental choices you will need to make and what you must do to bring your idea to life within the context of a hardware startup. The masterclass will be interactive so be sure to bring your product idea and questions you are struggling with.



The Gate Academy
BRAINPORT
EINDHOVEN

Prepare today, succeed tomorrow!

The Gate Academy is the place to be for founders of early-stage (deep)tech startups who want to make an impact. Building a successful venture is exciting but complicated. Studies have shown that startups that grow consistently are most likely to succeed. Doing the right things at the right time requires a deep understanding of the business development journey, and that starts from the get-go!

The program of the The Gate Academy contains a variety of specific topics that need attention at any given time. The level designation shows what is relevant to you. You choose where you stand, no obligations involved. The lectures are given by experts from collaborating partners of The Gate. Participation is free after registration.



Interested? Register here and join our community of entrepreneurial minds!

Looking for a more binding, step-by-step startup support program? The Gate also offers a Startup Readiness Program in collaboration with Braventure and BOM. Check out the website or make an appointment for additional information: m.j.m.greve@tue.nl

The Gate Academy is part of The Gate, take-off for deeptech startups in Brainport. Feel free to drop in on us.

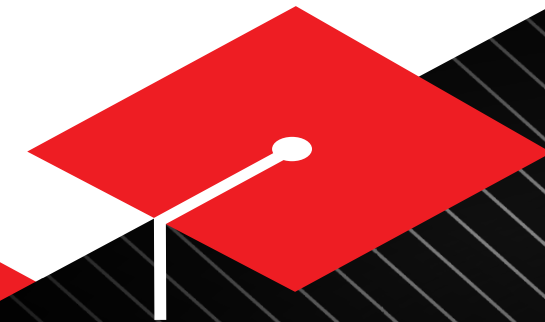
TU/e Campus
Alpha Hub, 2nd floor
Het Eeuwsel 57
Eindhoven



The Gate Academy
BRAINPORT
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Accelerate your startup? Workshops and masterclasses

Program March-June 2024



The Gate Academy

BRAINPORT
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Program 2024 March-June

March

NEW! 04 MAR 24 MASTERCLASS ★

Incorporation? Help!

15.30-17.00 | Alpha Building, room 2.18
by Anite v/d Goor, Potters
& Sonja Vos, The Gate

From Idea to B.V.: there is a time when you have to incorporate as entrepreneur of a startup. Either a B.V. is a condition of the grant you're applying for, or it is better to mitigate personal or business risks and liabilities via a company. You may have found your first investor, and want to formally set up the equity in the company.

In this workshop we will dive deeper into the why, how and what to organize in this stage and the choices you have to make. Subjects that we will cover are the personal holding and responsibilities, the BV and the process, the shareholders' agreement, and the articles of association.

➤ 11 MAR 24 MASTERCLASS ★

How to finance an innovative startup?

15.30-16.30 | Alpha Building, room 2.18
by Piet van der Wielen, Brainport Development

Suppose you need money to take your business to the next level. Applying for funding is a time-consuming process. In this masterclass, Piet van der Wielen will share tips and tricks on how to prepare your financing application, the differences between public- and private funding, who to turn to, at what stage and the specific requirements that count. In short, a practical masterclass that may save you a lot of stress.

➤ 13 MAR 24 TRAINING ★

Converting ideas into assets: the power of intellectual property rights

15.45-17.00 | Alpha Building, room 2.18
by Twan Uijtewaal, RVO

If you're part of a startup or SME looking to maintain your competitive advantage, this training can help. Our goal is to increase your awareness of intellectual property rights and how they can benefit your business. During the workshop, we'll examine practical examples of IP in collaborations and ownership, as well as discuss the concept of freedom to operate. We'll also highlight the value of technical details disclosed in patent publications. This training is provided by The Netherlands Patent Office, part of the Netherlands Enterprise Agency (RVO).

NEW! 19 MAR 24 SEMINAR ★★★

All you wanted to know about business planning, budgeting and reporting, but were afraid to ask!

15.30-17.00 | Alpha Building, room 2.12
by Daan Kersten & Ilko Bosman,
Include Industries

Most founders hate business planning because the plans never come true as written or will restrict them in their freedom to chase new opportunities. Successful tech serial-founders Ilko Bosman and Daan Kersten will explain why you nevertheless need to plan ahead, budget in detail and report progress in a structured way. They will convince you to plan for yourself and nobody else, while using pragmatic tools and answering all your questions.

➤ 20 MAR 24 MASTERCLASS ★★

Early stage funding for innovative startups

15.30-17.00 | Alpha Building, room 2.18
by Mirjam Hament, Braventure
& Liesbeth Litjens, The Gate

In this masterclass you will get an overview which early stage funding instruments are available in Brabant. Depending on the stage of your startup, this can be a grant, loan, convertible or (in a later stage) equity. The different instruments are explained as well as the terms and conditions, but also more practical matters such as how do I apply and which instruments can be combined. Furthermore, Thematic Technology Transfer (TTT) funding options for researchers will be explained.

NEW! 25 MAR 24 TRAINING ★★★

Effective Media Communication: A Key Skill for Start-Ups

14.00-17.00 | Alpha Building, room 2.18
by Serge van Rooij, Bex*

Effective communication with the media is a crucial skill for startups. This media training is specifically designed to help you meet this challenge. Learn the art of being concise and persuasive, and how to maintain control during interviews. This is essential in a fast-paced media environment. Learn strategies to keep the lead in conversations with journalists, even under pressure. The training offers practical exercises and personal feedback to enhance your skills. It's a valuable step for any startup wanting to effectively convey their message in the media. Sign up to improve your media skills and advance your start-up.

NEW! 27 MAR 24 WORKSHOP ★

Personal Branding on LinkedIn

15.30-17.00 | Alpha Building, room 2.18
by Raymon Truijen, TWIST Marketing

In this workshop, we highlight the creation of a strong personal brand on LinkedIn. Topics range

from general principles of Personal Branding and LinkedIn marketing to leveraging algorithm hacks. Participants learn to position themselves effectively, optimize their profile pages, and develop skills for writing impactful posts. This session is designed to enhance business visibility, attract new opportunities and new team members and enlarge your professional network.

➤ 28 MAR 24 TRAINING ★★

Performing customer interviews

13.30-16.30 | Alpha Building, room 2.12
by Norbert Kleijn, JADS

Having good customer conversations is an art. But these do form the basis of your market validation. Learn in one half-day session how to get the most out of a customer conversation. You will get a useful conversation structure and practice with a possible 'early evangelist'.

April

➤ 08 APR 24 MASTERCLASS ★★

Pitchdecks that convince investors

15.30-17.00 | Alpha Building, room 2.18
by Meron Mekonnen, LUMO Labs

The pitchdeck is a crucial element in your journey as an entrepreneur. Not only is it the first thing investors will look at in order to determine if they are really interested in your startup. When done well, it also gives your startup direction towards reaching your mission. During this masterclass you learn how to create your deck and you will get the opportunity to practice with investors. If there are any founders that want to work on/comment on their deck, they are free to send in their decks in advance and we can deliberate on during the workshop.

➤ 10 APR 24 TRAINING ★

Patent search; an hour spent in the library saves a month in the lab

15.30-17.00 | Alpha Building, room 2.18
by Twan Uijtewaal RVO

The patent database can be a vital source of information. Patent information can not only be interesting for protection of your invention, but can also be a source of inspiration, information on new technologies and information on competitors. It can also help estimate novelty and an indication of freedom to operate before deciding to file a patent. Learn how to search with keywords, classification codes and how to read a patent. After the training you will be more confident to find your way in the database with over 140 million patent publications.

➤ 17 APR 24 TRAINING ★★

Pitching with Power

14.00-17.00 | Alpha Building, room 2.18
by Loek Daemen, Pitch Perfect

A story that grabs you and leaves you wanting to know more. Pitching as an entrepreneur, simply telling the facts of what you do is not enough. You want your pitch to make impact and more importantly... lead to results. Contacts, meetings, clients, sales, funding. The workshop Pitching with Power helps you build a strong, goal oriented, compelling pitch that fits your story, your company and you as a person.

NEW! 24 APR 24 WORKSHOP ★★★

Investor Engagement

15.30-17.00 | Alpha Building, room 2.18
by Hessel Mittelmeijer, DeepTech XL

In this workshop you will get an introduction to how to engage with an early-stage investor. Hessel will dive into what type of investors there are, what VCs are looking for, how VCs operate, what a perfect pitch entails, and what a due diligence trajectory looks like. There will be sufficient room for questions.

➤ 25 APR 24 TRAINING ★★

Analyzing customer interviews

13.30-16.30 | Alpha Building, room 2.12
by Norbert Kleijn, JADS

This will be the second and last workshop about customer interviews. It is not a requirement to have attended the first workshop but it is recommended. In this workshop, you will discover how to use thematic analysis to analyze your interview data so you can identify patterns and gain in-depth understanding of your customer. Definitely interesting information since this forms the basis of your market validation.

May

NEW! 08 MAY 24 WORKSHOP ★

Finding your Product-Market Fit

15.00-17.00 | Alpha Building, room 2.18
by Sina Kazemi, BOM

What does product-market fit mean? How do you know you've reached it? And how does the process towards product-market fit look like? These are the questions what we will be addressing during an interactive session.

➤ 13 MAY 24 MASTERCLASS ★

European grants: springboard to innovation

15.30-17.00 | Alpha Building, room 2.12
by Kevin Schelvis, Stimulus OP Zuid

European grants can offer you great opportunities to lift your innovation to the next level. Projects that are not yet ready for the market can apply for a grant. Great because private funding is hard to find in this stage. However, European grants are not 'free money'. In this short introduction of European programmes you will find out how to prepare the perfect application and to avoid the pitfalls. Join this workshop and jump into the world of perfect project plans, complete consortium making, and conclusive business cases.