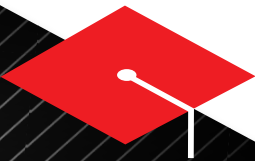




Accelerate
your startup?

Workshops & Masterclasses



**The Gate
Academy**
BRAINPORT
EINDHOVEN

Program 2024
September-December

Welcome to The Gate Academy!

At The Gate Academy we are dedicated to fostering entrepreneurship and skill development for startup founders in an early stage. Do you want to explore your entrepreneurial opportunities and are you eager to learn more? Whether you're looking to refine your existing skills or explore new areas of expertise, our workshops and masterclasses provide an ideal opportunity to tailor your own roadmap.

The program covers a wide range of essential topics, ensuring you gain practical value from each session. The masterclasses and workshops are led by experienced experts from our trusted network of partners. We've organized the courses by expertise level, allowing you to easily choose what aligns best with your current knowledge and goals. Best of all, participation is free upon registration.

In this brochure, you'll find a chronological overview of our program for the remainder of the year. As your host, I look forward to supporting you on your entrepreneurial journey!



Monique Greve, program manager The Gate Academy

★ **basic** You are at the start of your entrepreneurial journey and may already have a promising idea but are still contemplating your options. What lies ahead, and how can you best prepare? How can you protect your idea, and where can you find funding?

★★ **intermediate** You are in the discovery phase, trying to find your first customer to validate whether the problem you've identified is worth solving. And if so, does your solution meet expectations or still needs tailoring?

★★★ **advanced** Is your startup geared for repeatable success and scalable growth? Do you have evidence that your solution resonates with a problem? Are you ready to secure your first committed customer? Then these specific topics might interest you.

More information and registration via www.thegate.tech

Program 2024 September-December

*Insightful
masterclasses,
trainings and
workshops for
startups*

September

➤ 25 SEPT MASTERCLASS

How to finance an innovative startup?

*15.30-16.30 | Alpha Building, room 2.12
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.

October

➤ 02 OCT MASTERCLASS

Investor-Ready: from pitch deck to preparing for due diligence

*15.30-17.00 | Alpha Building, room 2.12
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.

➤ 07 OCT TRAINING

Protecting your ideas using patents and other intellectual property rights

*15.30-17.00 | Alpha Building, room 2.12
by Twan Uijtewaal, RVO*

If you're part of a startup or SME looking to maintain your competitive advantage, this training can help.



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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).

➤ 09 OCT TRAINING ★★

Pitching with power

14.00-17.00 | Alpha Building, room 2.12
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.

➤ 14 OCT MASTERCLASS ★

Incorporation? HELP!

15.30-17.00 | Alpha Building, room 2.12
by Anita van de Goor, *Potters Notarissen*
& 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.

➤ 16 OCT 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'.

NEW! 23 OCT MASTERCLASS ★

How to build a true sustainable business?

15.00-17.00 | Alpha Building, room 2.12
by Gijs Mensing, *Rethinq*

Who says that sustainability and business success do not go hand in hand? Sustainable business is becoming the new normal and you, as a startup, are in the unique position to design it from scratch. In this masterclass you get to know the fundamentals of a sustainable business and apply it to your own business idea. Creating an impact story and designing your own sustainable business model.



➤ 28 OCT TRAINING



Effective media communication: a key skill for startups

14.00-17.00 | Alpha Building, room 2.12
by Serge van Rooij, Bex* communicatie

Effective communication with the media is a crucial skill for start-ups. Our 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.

What You Will Learn:

- Concise and Powerful Communication: Develop the skill to articulate your ideas clearly and succinctly, which is essential in a fast-paced media environment.

- Maintaining Control in Interviews: Learn strategies to keep the lead in conversations with journalists, even under pressure.

This training offers practical exercises and personal feedback to enhance your skills. It's a valuable step for any start-up wanting to effectively convey their message in the media.

➤ 30 OCT 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.

November

➤ 04 NOV WORKSHOP



Investor Engagement

15.30-17.00 | Alpha Building, room 2.12
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.

➤ 06 NOV 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.

NEW! 11 NOV MASTERCLASS



I have a great idea or technology, now how to build a business?

15.30-17.00 | Alpha Building, room 2.12
by Anke Le Guével, BOM

Spoiler alert: just raising subsidy or investment money is not the answer. In this interactive session, we will learn



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with the help of real-life cases that new business development is a wandering journey in uncharted territory. Fortunately, distinct life stages with clear proof points can provide necessary guidance.

We will discover how to reach these life stages in the best and fastest way.

NEW! 13 NOV WORKSHOP



The secret to startup success: it's all about the team

*15.30-17.00 | Alpha Building, room 2.12
by Pepijn Herman, BOM*

This workshop delves into the critical role your team plays when founding a startup and navigating growth. More than just competencies, building a strong team requires a well-thought-out plan that aligns vision, culture, and dynamics. Investors prioritize the founding team's ability to create a competent organization, making it one of the key metrics for success. This workshop equips you with the insights to build a winning team.

NEW! 20 NOV MASTERCLASS



How to accelerate your MedTech start-up? **SPECIAL!**

*13.30-15.30 | Alpha Building, room 2.12
by Nathalie Dessaud, xQlaim
& Robert Paassen, Qserve Group*

>This workshop is exclusive for start-ups in the health domain

Bringing a medical device to market can be challenging, due to its regulated landscape! From idea to market, it can take 3 to 12 years. Getting your strategy first-time-right will decrease your costs and enhance competitive advantage. Robert and Nathalie will share their learnings on how to accelerate innovation, focusing specifically on Claim management and Design & Development processes for faster regulatory approvals.

25 NOV WORKSHOP



You started a new company, congratulations! But what now?

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

This workshop is ideal for entrepreneurs that just started a company or entrepreneurs that are looking to start one on short notice. The start of a new company can come with many challenges and obligations. For example: which legal form should I choose and which obligations does my company have regarding administration and taxation. During this workshop the key administration, financial and taxation aspects of the most used Dutch legal forms will be covered. EY will give you useful and valuable tips for a great start of your company. They have experience in helping entrepreneurs in the areas of accounting, tax advice and business consulting for many years. Feel free to bring your questions to the workshop so we can make it an interactive session!

27 NOV TRAINING



Patent search – how unique is my idea?

*15.30-17.00 | Alpha Building, room 2.12
by Twan Uijtewaal, RVO (NL patent office)*

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. In this interactive training we will try to make searching in patent databases less intimidating for you. We will teach you 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.

December

➤ 02 DEC 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.

➤ 04 DEC MASTERCLASS ★

European grants: springboard to innovation

15.30-17.00 | Alpha Building, room 2.12
by Fons Bok, Stimulus

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 how to avoid the pitfalls. Join this workshop and jump into the world of perfect project plans, complete consortium making, and conclusive business cases.

➤ 09 DEC MASTERCLASS ★

AI and zero code for startups '0% coding = 100% fun'

15.00-18.00 | Alpha Building, room 2.12
by Violetta Bonenkamp, CADchain

Wondering how you as a founder can use AI as a tool to accelerate the business development process? Then this workshop is for you. In the coming three hours you will discover the transformative power of AI agents, like Elona, Sia and your digital twin. Dive into automation and find out how AI can optimize your blog for SEO, generate content, and handle customer inquiries.

Enhance your productivity prowess by mastering the techniques of effective prompting. Learn the basic rules, explore advanced mega prompts and cycles, and observe firsthand how AI-driven innovation ignites creativity and validates ideas.

Ready to take it to the next step? Explore pragmatic and cost-effective strategies for crafting your own AI-powered tools. From capitalizing on complimentary credits to generating startup-centric humor, the opportunities are boundless.

➤ 11 DEC MASTERCLASS ★★

Early stage funding for innovative startups

15.30-17.00 | Alpha Building, room 2.12
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.

Take-off for tech start-ups in Brainport

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

Interested in any of our masterclasses and/or workshops? Register here and join our community of entrepreneurial minds!



If you are looking for more structured, step-by-step startup support? The Gate Academy also offers a comprehensive Startup Readiness Program in collaboration with Braventure and BOM. For more details, visit www.startupreadiness.nl or contact me at m.j.m.greve@tue.nl to schedule a consultation.

**Prepare today,
succeed tomorrow!**

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