

 ***Accelerate
your startup?***



INSIGHTFUL

WORKSHOPS & MASTERCLASSES

FOR STARTUPS



Program
2026

February - June



**The Gate
Academy**

BRAINPORT
EINDHOVEN

Welcome to The Gate Academy!

Welcome to The Gate Academy where entrepreneurial ambition meets action!

Are you a startup founder in the early stages, ready to turn curiosity into real momentum? The Gate Academy offers a powerful mix of masterclasses and workshops designed to prepare you for the next step in your entrepreneurial journey. From first ideas to scalable growth, we're here to help you move forward with confidence.

Our programme brings together essential and recurring topics that form the foundation every founder needs. At the same time, we're excited to introduce inspiring new subjects that help you start smarter and grow faster. As an example, explore "TRIZ", a proven ideation methodology that unlocks multidisciplinary solutions based on successful existing patents. Or "Shared Ownership", where you'll learn how investors and employees can add to your success. And there's more-fresh topics and perspectives that respond to today's entrepreneurial challenges.

Each session delivers hands-on, real-world insights, led by trusted experts from The Gate's extensive network. With courses tailored to different experience levels, you'll always find a session that fits your stage and ambition. Best of all, participation remains completely free from registration.



Monique Greve,
program manager
at TU/e - The Gate

More information and registration via www.thegate.tech



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.



NEW!

BUDGETING: A STARTUP SUPERPOWER!

Turn ambition into action with a budget that drives growth. Forget guesswork, financial clarity gives you confidence, focus, and control. In this session, you'll learn how to build a realistic startup budget, track the numbers that matter, and stay agile when plans shift. With sharp tools and hands-on tips, you'll master the money side of your business and fuel your journey from idea to impact.

By Joost Ruikes, MontisQ



GRANT WRITING: INGREDIENTS FOR A GOOD PROPOSAL. DO'S & DON'TS.

As a starting entrepreneur, you are about to submit your first subsidy application for your company. How do you write it in such a way that it not only meets all the requirements, but also really convinces? In this training, Sebastiaan shows you how to avoid pitfalls, add structure, and draw the reviewer into your story. You will learn to write for both experts and laymen, and discover the most important do's and don'ts that make the difference between rejection and success.

By Sebastiaan Huntjens, Knowledge Transfer Office TU/e



INVESTOR-READY: FROM PITCH DECK TO PREPARING FOR DUE DILIGENCE

Your pitch deck is often the first thing investors see, and a strong deck can make all the difference. Additionally, the pitch deck is crucial in guiding your entrepreneurial journey towards achieving the mission and goals. In this masterclass you will learn how to create a compelling pitch and gain hands-on experience by practicing with investors. Founders are welcome to submit their decks in advance for review and discussion during the session.

By Meron Mekonnen, LUMO Labs



EFFECTIVE MEDIA COMMUNICATION: A KEY SKILL FOR START-UPS

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 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.

By Sergio van Rooy, Bex Communications*

TRAINING

ALL LEVELS

Room 2.12
15.30-17.00

FEB

25

TRAINING

ALL LEVELS

Room 2.12
15.30-17.00

MARCH

09

MASTERCLASS

★★★

Room 2.12
15.30-17.00

MARCH

11

TRAINING

★★★★

Room 2.12
14.00-17.00

MARCH

23

MASTERCLASS



Room 2.12
15.30-17.00

MARCH 25

MASTERCLASS



Room 2.12
15.30-17.00

MARCH 30

WORKSHOP



Room 2.12
15.30-17.00

APRIL 01

MASTERCLASS

ALL LEVELS

Room 2.12
15.30-17.00

APRIL 08

HOW TO TAKE CARE OF YOUR PERSONAL FINANCES AS AN ENTREPRENEUR



As an entrepreneur you dream of successfully growing your start-up. You put all your effort into making this happen. What is often forgotten is the impact on your personal finances. In this masterclass we will dive into the world of personal financial planning for (aspiring) entrepreneurs, discussing the risks & opportunities, and topics such getting a mortgage, saving for retirement or taking out disability insurance. Expect a lively and practical session with plenty of Q&A.

By Reinoud Haal & Ties Klievink, North Financials

INCORPORATION: NOTARY ESSENTIALS FOR YOUR STARTUP



From Idea to B.V.: there is a time when you have to incorporate as entrepreneur of a startup. 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.

By Anita van de Goor, Potters Notarissen & Sonja Vos-Poppelaars, KTO TU/e

INVESTOR ENGAGEMENT: MAKE A LASTING IMPRESSION



Curious how to raise funding and build lasting investor relationships as a start-up founder? Join Hessel in this dynamic workshop on early-stage financing, investor engagement, and how to stand out in the venture capital world. Learn what investors really look for in a startup, how to prepare for due diligence, and how to craft the perfect pitch that gets attention. This session will give you the tools and insights to engage investors with confidence.

By Hessel Mittelmeijer, DeepTech XL

EUROPEAN GRANTS FOR STARTUP FOUNDERS



The EIC is Europe's flagship innovation programme to identify, develop and scale up game changing innovations, from lab to market. EIC grants and investments are extremely competitive. However, they are also very attractive for the "seal of excellence", trainings, services and investor networks. Wilfried Reincke and Jan Hubers will give an overview of the various types of grants & investments you can apply for and provide tips for writing a competitive proposal.

By Wilfried Reincke, TU/e & Jan Hubers, RIFT



SPECIAL!

NEW!

FINANCE: SURVIVE THE VALLEY OF DEATH & MASTER THE AI EDGE!

This event, organized by the Financing Desk (Financieringsloket) of Topsector Energy, is aimed at start-ups, scale-ups, and innovative entrepreneurs who are developing their funding strategy and want to learn more about the funding landscape in deep tech, energy and climatetech. Get access to a 360-degree roadmap, meet decision-makers to learn their investment strategies and deepdive into leveraging AI for R&D and fundraising.

Moderated by Abo Rassa, Topsector Energie



SHARED OWNERSHIP: HOW INVESTORS AND EMPLOYEES ADD TO YOUR SUCCESS

At some point, an opportunity may arise to involve third parties as co-owners of your company. You may need to raise capital and have found an investor for this purpose, or you may want to retain employees by allowing them to benefit from the company's success. In this masterclass, we will show you the options for structuring such participations. We will highlight various ways in which you can maintain control of the company and outline the general tax implications.

By Sven Kasius & Cheryl van Dooren, Holla Legal & Tax



NEW!

AI & IP: WHAT EVERY STARTUP MUST KNOW TO STAY AHEAD

Investors and grant providers often ask startups about their Intellectual Property, especially patents. In this interactive Masterclass, we will explore what aspects of AI can be protected, what makes a strong AI patent application, and share real-world examples of startups that successfully patented their AI inventions – and leveraged these patents to secure funding and grants.

By Patrick Busch & Erik Visscher, De Vries & Metman



FINANCIAL SET-UP AND MANAGEMENT FOR NON-FINANCIAL FOUNDERS

Finance isn't boring, and in this workshop we will show you why! During this session, you will discover how finance can become a powerful tool, dive into the fundamentals of startup finance and gain insights into financial strategy, setup and management. We will cover key topics such as a three-statement model and simple ways to operationalize finance within your startup. By the end, you will understand how to start building a solid finance function with confidence.

By Robin Hendrickx, BOM & Michel Ziekman, Rabobank



MASTERCLASS

ALL LEVELS

Zwarte Doos,
Filmzaal
12.00-17.00

APRIL
09

MASTERCLASS

★★★

Room 2.12
15.30-17.00

APRIL
15

MASTERCLASS

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Room 2.12
15.30-17.00

MAY
06

MASTERCLASS

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Room 2.12
15.30-17.00

MAY
13

TRAINING



Room 2.12
15.30-17.00

MAY

18

WORKSHOP



Room 2.12
14.00-17.00

MAY

27

WORKSHOP



Room 2.12
15.00-17.00

JUNE

01

TRAINING



Room 2.12
15.30-17.00

JUNE

03

PROTECTING YOUR IDEAS USING PATENTS AND OTHER IP RIGHTS

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.

By Paul Simons & Rienk Rienksma, Netherlands Enterprise Agency



AI-SUPPORTED VALIDATED LEARNING FOR EARLY STAGE STARTUPS

In this lecture, you will discover how AI can support the identification and validation of real customer problems. Learn how to craft a clear problem statement, identify the underlying assumptions, and design effective customer interviews with the support of AI. Practical tools and ready-to-use prompt templates will make the session hands-on and immediately applicable. The goal is not only to help founders accelerate validated learning, but also to use AI as a sparring partner.

By Plato Leung, JADS



NEW!

SEARCHING WITH ESPACENET

Our workshop Search in Espacenet provides you tools and insights how to use this free-to-use patent database with over 160 million of publications for different purposes.

We first start with theory and switch over to practice with your own case or project or otherwise our training exercise.

By Paul Simons & Rienk Rienksma, Netherlands Enterprise Agency



NEW!

TRIZ: BUILDING THE MINDSET FOR CREATIVE INNOVATION

TRIZ is a method and toolbox for technical problem solving and finding of creative solutions. This presentation introduces its mindset through interactive exercises, puzzles, stories, and role playing. Participants learn to challenge assumptions, ask better questions, and focus on solving underlying problems. The session highlights that creativity improves through learning, teamwork, timing, and consciously adopting human centered approaches to problem solving.

By Christoph Dobrusskin, Philips



NEW!



HOW TO FINANCE AN INNOVATIVE STARTUP

Suppose you need money to take your business to the next level. Applying for funding is a time-consuming process. In this masterclass, Mariëlle Sleumer 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.

By Mariëlle Sleumer & Gijs Govers, Brainport Development



YOU STARTED A NEW COMPANY, CONGRATULATIONS! AND WHAT NOW?

This workshop is ideal for entrepreneurs that have just started a company or are about to start one. The start of a new company can come with many challenges and obligations. During this workshop the key administration, financial and taxation aspects of the by startups most used Dutch legal forms will be covered. EY will give you useful and valuable tips for a great start of your company. Feel free to bring your questions so we can make it an interactive session!

By Sander Weijnen & Don van Vlerken, EY



EARLY STAGE FUNDING FOR INNOVATIVE STARTUPS

In this masterclass you will get an overview of early stage funding instruments 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.

By Mirjam Hament, Braventure



Interested in any of our masterclasses or workshops?

Register here and join our community of entrepreneurial minds!

More info & registration via www.thegate.tech

MASTERCLASS



Room 2.12
15.30-17.00

JUNE

10

WORKSHOP



Room 2.12
15.30-17.00

JUNE

24

MASTERCLASS



Room 2.12
15.30-17.00

T.B.A



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

The Gate Academy offers a structured and diverse program for early-stage (deep) tech startups. These include master classes, interactive workshops and skills training courses.

The different program components can be followed separately from each other and are classified according to three development stages: basic (orientation), intermediate (validation) and advanced (commitment).



*More info & registration via
www.thegate.tech*



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Academy**

**BRAINPORT
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