

➤➤ ***Accelerate  
your startup?***

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INSIGHTFUL

# **WORKSHOPS & MASTERCLASSES**

*FOR STARTUPS*

Program  
**2025**

September - December



**The Gate  
Academy**

**BRAINPORT  
EINDHOVEN**



# Welcome to The Gate Academy!

At The Gate Academy, we're dedicated to helping early-stage startup founders take their next big step. Are you ready to turn your entrepreneurial curiosity into concrete action? Our masterclasses and workshops are designed to guide you every step of the way.

This season, we're introducing exciting new topics to help you grow even further. Learn how to manage your personal financials as a founder, build the right team composition for success, sharpen your grant application writing skills, and discover the latest AI tools that can accelerate your journey.

Each session offers practical, real-world insights led by trusted experts from our network. With courses tailored to different experience levels, you'll easily find the perfect fit. And the best part? Participation is still completely free with registration!

In this brochure, you'll find our inspiring lineup of masterclasses and workshops starting in September. We look forward to welcoming you and supporting you on your entrepreneurial journey!



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

**More information and registration via [www.thegate.tech](http://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.

## MASTERCLASS



Room 2.12  
15.30-17.00

**SEPT**  
**22**

## INCORPORATION: NOTARY ESSENTIALS FOR YOUR STARTUP

At some point in your entrepreneurial journey, incorporation - formally setting up your business as a legal entity (B.V.) - becomes essential. This step can be required to qualify for certain grants, to protect yourself by separating personal and business liabilities, or to create a solid structure for bringing in investors and dividing equity. In this workshop, we'll dive into the why, how, and what of incorporation at this stage, and help you understand the key choices you'll need to make.

## SEMINAR



Room 2.12  
15.30-17.00

**SEPT**  
**24**

## MINIMIZING RISKS, PURSUING OPPORTUNITIES AND CHASING INNOVATION

Advisors of the Ondernemersloket Economische Veiligheid (OLEV) and the Netherlands Enterprise Agency (RVO), will discuss with the attendees the various factors that should be considered when developing their high-tech start-up. What can you do to minimize security risks when exploring opportunities? And how can OLEV and RVO help by supporting your innovation?

## MASTERCLASS



**NEW!**

Room 2.12  
15.30-17.00

**OCT**  
**01**

## 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 as getting a mortgage, saving for retirement or taking out disability insurance.

## MASTERCLASS



Room 2.12  
15.30-17.00

**OCT**  
**08**

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

The pitchdeck is a crucial element in your journey as an entrepreneur. 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.

Anita van de Goor

Potters Notarissen

Sonja Vos-Poppelaars

TU/e - The Gate



Advisors from

National Contact Point for  
Economic Security (OLEV)

& Netherlands Enterprise Agency  
(RVO)



Reinoud Haal  
& Ties Klievink

North Financials



Meron Mekonnen

LUMO Labs



Bart van Grevenhof  
TU/e - The Gate



Huib van den Heuvel  
Solarge



Rienk Rienksma  
Netherlands Enterprise Agency  
(RVO)



Nathalie Dessaud  
xQlaim

Robert Paassen  
Qserve Group



## SUSTAINABLE IMPACT MAPPING FOR STARTUPS

Learn how to look beyond the SDG icons and truly understand the impact of your startup. In this hands-on session, you'll map your vision, team, product and partners through the lens of the 5 P's (People, Planet, Prosperity, Peace, Partnership). Discover both positive effects and hidden trade-offs, and leave with 1-2 concrete actions plus a first draft of your impact slide for pitches or funding applications.

## HOW TO BUILD A POWERFUL TEAM FROM THE START?

When starting a venture there's a lot going on. No wonder that you pay too little attention to the fundamental question: how to build a really powerful team? In this workshop Huib will share his approach to powerful collaboration. Based on his own experiences with many different organizations and his curiosity in individual energy and the effect it has on team dynamic, you will learn what is essential to build your own team.

## PROTECTING YOUR IDEAS USING PATENTS AND OTHER INTELLECTUAL PROPERTY 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.

## HOW TO ACCELERATE YOUR MEDTECH START-UP?

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 experiences on how to accelerate innovation, focusing specifically on claims management and design & development processes for faster legal clearances.

### WORKSHOP



**NEW!**

Room 2.12  
15.30-17.00

**OCT  
13**

### WORKSHOP



**NEW!**

Room 2.12  
15.30-17.00

**OCT  
15**

### TRAINING



Room 2.12  
15.30-17.00

**OCT  
20**

### MASTERCLASS



**SPECIAL**

Room 2.12  
13.00-15.00

**OCT  
22**

## MASTERCLASS



Room 2.12  
15.30-17.00

OCT  
27

### I HAVE A GREAT IDEA OR TECHNOLOGY, NOW HOW TO BUILD A BUSINESS?

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

Anke Le Guével  
*BOM*



## MASTERCLASS



Room 2.12  
15.30-17.00

OCT  
29

### EARLY STAGE FUNDING FOR INNOVATIVE STARTUPS

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 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, TTT funding options for researchers will be explained.

Mirjam Hament  
*Braventure*

Liesbeth Litjens  
*TU/e - The Gate*



## WORKSHOP



Room 2.12  
15.30-17.00

NOV  
05

### INVESTOR ENGAGEMENT: MAKE A LASTING IMPRESSION

Curious how to raise funding and build lasting investor relationships as a (soon to be) 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. This session will give you the tools and insights to engage investors with confidence.

Hessel Mittelmeijer  
*DeepTech XL*



## WORKSHOP



Room 2.12  
15.30-17.00

NOV  
10

### THE SCIENCE OF PRODUCT STORYTELLING

Storytelling ranks among the top three essential skills in product and marketing, yet less than 10% have formally studied this discipline. This workshop is tailored for product and marketing teams eager to master the science and craft of storytelling. Based on the Storytelling Certified course by Elliott Rayner and the Product Marketing Alliance, participants will engage with proven frameworks, scientific insights, and real-world case studies.

Elliott Rayner  
*OWOW*



Patrick Busch  
& Erik Visscher  
*De Vries & Metman*



Serge van Rooy  
*Bex\* Communications*



Violetta Bonenkamp  
*CADchain*



Mariëlle Sleumer  
& Gijs Govers  
*Brainport Development*



## 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.

## 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. 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. Sign up to improve your media skills and advance your start-up.

## AI-TOOLS FOR TECH STARTUP FOUNDERS

Discover the transformative power of AI workflows and agents. 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 effective prompting. Learn the basic rules, explore advanced mega prompts and observe how AI-driven innovation ignites creativity and validates ideas, even when it comes to IP sensitive topics.

## 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.

MASTERCLASS



Room 2.12  
15.30-17.00

**NOV**  
**12**

TRAINING



Room 2.12  
14.00-17.00

**NOV**  
**17**

WORKSHOP

(ALL LEVELS)

**NEW!**

Room 2.12  
15.00-17.00

**NOV**  
**19**

MASTERCLASS



Room 2.12  
15.30-17.00

**NOV**  
**24**



## MASTERCLASS

ALL LEVELS

NEW!

Room 2.12  
15.30-17.00

NOV  
26

## EUROPEAN GRANTS FOR STARTUP FOUNDERS

This masterclass will focus on European funding for entrepreneurial researchers and innovators, notably from the European Innovation Council (EIC). EIC grants and investments are extremely competitive. However, they are also very attractive not only for their funding, but also for the “seal of excellence”, trainings, services and investor networks. Wilfried will give an overview of the grants & investments and provide tips for writing a competitive proposal.

Wilfried Reincke

TU/e



## MASTERCLASS

★★★

Room 2.12  
15.30-17.00

DEC  
03

## FINANCIAL SET-UP AND MANAGEMENT FOR NON-FINANCIAL FOUNDERS

Finance is one of the most crucial and at the same time overlooked elements of an early-stage venture. 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. After the session you will understand why finance is of utmost importance for an early-stage company and how you can start implementing a basic finance function within your venture.

Robin Hendrickx

BOM

Michel Ziekman

Rabobank



## TRAINING

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Room 2.12  
15.30-17.00

DEC  
08

## PATENT SEARCH: HOW UNIQUE IS MY IDEA?

The patent database can be a vital source of information and inspiration. 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.

Rienk Rienksma

Netherlands Enterprise Agency  
(RVO)



## WORKSHOP

★★★

Room 2.12  
15.30-17.00

DEC  
10

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

This workshop is ideal for entrepreneurs which have just started a company or entrepreneurs which are looking to start one on shorter 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 its administration and taxation. During this workshop the key administration, financial and taxation aspects of the by startups most used Dutch legal forms will be covered.

Sander Weijnen

& Don van Vlerken

EY



Sebastiaan Huntjens  
TU/e - The Gate



Marc Maas  
*Reversed cx.*



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

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

As a starting entrepreneur or entrepreneurial starter, 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.

TRAINING

ALL LEVELS

**NEW!**

Room 2.12  
15.30-17.00

**DEC  
15**

## STOP GUESSING WHAT YOUR CUSTOMERS REALLY WANT!

Do you have a great product in mind, but are you struggling to determine if it will become a success? You're not the only one, because 80% of new products fail in the marketplace! Customers don't buy your product; they hire it to achieve a certain progress. To get a 'job' done.

To really understand the true motivation behind potential customers buying your product, you need to have conversations with your target audience in a different way.

MASTERCLASS

★

**NEW!**

Room 2.12  
15.30-17.00

**DEC  
17**



**Interested in any of our masterclasses or workshops?**

**Register here and join our community of entrepreneurial minds!**

More info & registration via [www.thegate.tech](http://www.thegate.tech)



**The Gate  
Academy**

**BRAINPORT  
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