

EVENT SCHEDULE

STARTUPS and SCALEUPS

1

Introduction to Entrepreneurship

July 1	6:00 PM	Kick-Off Motivational & Fire Chat: <i>Stories of Entrepreneurs</i>	Impact Hub Community	Impact Hub
July 2 - 5		Onboarding Week	Impact Hub	Impact Hub
Aug 6	5:30 PM	Introduction to Entrepreneurship Business Growth Strategies	Impact Hub KVK	Impact Hub

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Refining Business Idea

Aug 9	5:30 PM	Design Thinking Workshop-1	MLTPL Choice	Impact Hub
Aug 10	8:30 AM	Design Thinking Workshop-2	MLTPL Choice	Impact Hub
Aug 18	9:00 AM	Lego Serious Play Problem Solving	Level-up Leadership	Impact Hub
Aug 19	5:30 PM	Market Research	UA - Kareline v/d Linden	KVK

3

Legal and Financial Basics

Aug 20	5:30 PM	Company Legal Structure*	KVK	KVK
	6:30 PM	Intellectual Property*	D. Canwood	KVK
Aug 21	5:30 PM	Financial Literacy for Entrepreneurs*	PKF	Impact Hub
Aug 22	5:30 PM	Financial Planning & Structures	PKF	Impact Hub
Aug 23	5:30 PM	Taxes	DIMP	Impact Hub

* Optional for Scale Ups

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Networking

Aug 24	8:30 AM	Networking & Building Relationships	UA Charisse Hoen	KVK
	7:30 PM	Networking Event	IHA/UA/KVK	TBD

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Business Plan

Aug 26	5:30 PM	Business Plan Writing - 1	Darice Solognier	Impact Hub
Aug 28	5:30 PM	Business Plan Writing - 2	Darice Solognier	Impact Hub
Aug 29	5:30 PM	Sustainability	UA	Impact Hub

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Marketing and Sales

Aug 31	8:30 AM	Marketing Plan	Navin Ganga	KVK
Sept 2	5:30 PM	Digital Marketing	The Lab	KVK
Sept 3	5:30 PM	Branding Strategies	Rocio Burgos	Impact Hub
Sept 4	5:30 PM	Social Media Management Workshop	Ivy Lacle	KVK
Sept 6	5:30 PM	Sales Techniques & Customer Acquisition	KVK Dave Martinus	KVK

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Operations and Management

Sept 9	5:30 PM	Leadership & Organizational Development	UA - Dr. Madhu Jadhanansing	Impact Hub
Sept 10	5:30 PM	Supply Chain & Inventory Management	KVK	Impact Hub
Sept 12	5:30 PM	Human Resources Management	KVK	KVK
Sept 16	5:30 PM	Business Operations & Risk Management	UA	Impact Hub

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Digitalization and Innovation

Sept 14	9:00 AM	Business Digitalization and Automation	Derrel Maxwell	<i>Location TBD</i> - IBS
	10:00 AM	Cyber Security	Dr. Kristel de Nobrega, Paul Eelens	
	11:00 AM	Panel Discussion		
	12:00 PM	<i>Break Session</i>		
	1:00 PM	Innovation & Product Development	Alessandro Andriani Engage People Inc.	
	2:00 PM	AI & Scaling up your Business	Dr. Robin Edelbroek - Google AI	
	3:00 PM	Final Panel Discussion		
	4:00 PM	Networking		

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Pitch Preparation

Sept 17	5:30 PM	The Pitch	UA	Impact Hub
Sept 21	8:30 AM	Work Session & Rehearsal	UA	Impact Hub
Sept 22 - 27		Refining Pitch	Mentor Impact Hub	Impact Hub
Sept 28	8:30 AM	Rehearsal Pitch Day - Group 1	Impact Hub	KVK
	1:30 PM	Rehearsal Pitch Day - Group 2	Impact Hub	KVK
Sept 30 - Oct 11		Mentorship Sessions & Professional Support	Mentors Impact Hub	Impact Hub

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Pitch Event

Oct 12	9:00 AM	Pitch Pre-Final - Start Up	IHA/KVK/UA	<i>Location TBD</i>
Oct 13	9:00 AM	Pitch Pre-Final - Scale Up	IHA/KVK/UA	<i>Location TBD</i>
Nov 2	10:00 AM	Final Pitch (Finalists) & Award	IHA/KVK/UA	<i>Location TBD</i>