Go from post-it to real business
What is the Venture Academy?

The Venture Academy is an 11-week start-up program in Leiden and The Hague where you can learn how to boost your idea, yourself and your team.
What you’ll get

The VA program consists of:
- Hands-on workshops
- Peer-to-peer learning
- Sessions with mentors
- Weekly challenges that will help you validate your idea
- Individual skills development follow-ups
Where and when?

- **The Hague**
  Center4Innovation
  Wednesdays from 4:00 PM - 7:00 PM

- **Leiden**
  PLNT Leiden
  Tuesdays from 4:00 PM - 7:00 PM
The topics

- 2 oct  What does it mean to be a VA startup?
- 9 oct  Who would be most happy with my idea?
- 16 oct  Will people be willing to pay? How much?
- 23 oct  Is my solution feasible and useful?
- 30 oct  Will I make profit? Do I need funding?
- 6 Nov  How relevant am I going to be for society?
- 13 Nov  **Demo Day**
- 20 Nov  What are the next steps to develop my product?
- 27 Nov  How can I reach my customer?
- 4 Dec  How can I improve my story?
- 11 Dec  **Final**
Our network

- 12 Experts
- 23 Mentors
- 6 Investors
Timeline and selection
If you want to validate your business or social impact idea and get ready for seed funding.

This is for you.
What we look for

1. **MOTIVATION**
   - **Eagerness** to grow and develop yourself and your business

2. **MATURE OF IDEA**
   - We are looking for teams that have developed a **value proposition** and have done some preliminary testing of their idea.

3. **MINDSET**
   - **Can-do mentality**, willing to learn and adapt.
**Timeline**

- **Application deadline**: September 15
- **Interviews**: 18 - 26 September
- **Acceptation announcement**: 27 September
- **Venture Academy**: 2 October - 11 December
- **Finale**: December 11
Interview

As a second step after registration, you will have a coffee interview with our Venture Manager, Betty.

In preparation for the interview, you should work and prepare your Value Proposition and Pitch*, this will help us determine if you are ready to join the Venture Academy or if there are other ways we can help you grow.

*Don’t worry you will receive an e-mail with material that can help you define it.
Journey impression
Start from your idea or prototype
Develop it in dynamic sessions
Learn new skills and tools
Present your work to the right people
Get feedback and validation
Win working space at PLNT...
... recognition, connections and more
Are you ready to kickstart your business?

Read more & apply

Apply before September 15th!
Questions?

If there is anything else you’d like to know before applying, feel free to contact Betty Huerta, our Venture Manager:

betty@plnt.nl

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