

Venture Academy 2017

Launch your own startup!

The Venture Academy is a pre-incubation programme for social impact start-ups in The Hague. Our mission is to better prepare students for their future careers in the fast-changing industry of work. We do so by providing student-entrepreneurs with dedicated mentorship, workshops and training, bridging the gap between student-entrepreneurship and small and medium sized enterprises (SMEs).

The Venture Academy supports students in the development of a new start-up by offering workshops that provide them with the tools and methods needed to help build business skills. A maximum ten teams are selected to enrol each semester. Each team is invited to 13 workshops that help startup teams to go from the ideation stage to the market.

Together with our partners, The Venture Academy is able to provide dedicated and professional mentorship and coaching support to each individual team. Throughout the programme we advocate and encourage a high level of self-initiative and a professional business ethos. Student entrepreneurs are not in it for ECTS. Their objective is to start a business and make a profit. The Venture Academy won't take any shares in the start-ups and participation is free of charge.

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The Venture Academy is looking for students with an action-oriented attitude and with a proof of concept ready to be developed. We select our start-ups based on four criteria:

- Impact: on top of the business potential, the social and/or ecological value being made.
- Market potential: a potential size of the market;
- Product or service: a proof of concept ready to be developed, with a defined product solving an actual problem;
- Team: a balanced team motivated and skilled enough to make it.

What we offer to our startups:

- Mentorship and coaching;
- Access to an investor community;
- Free coworking space for the whole period of the programme;
- € 500,- credit AWS (Amazon servers) server space for two years.

Application

Apply now for the autumn edition of the Venture Academy! Applications are open until 10 September 2017 (CET midnight). The opening event will take place on 22 September 2017. You can apply in English or Dutch by filling in this application form: <http://bit.ly/VA17fall>

PROGRAMME OVERVIEW		
DATE	WORKSHOP	DELIVERABLE
20/09/17	Introduction	Inform and Inspire
25/09/17	Disrupting assumptions	Assumption validation
04/10/17	Agile methods	Project management
11/10/17	Business Model	Product/market fit
18/10/17	MVP	Prototype
25/10/17	Marketing and sales strategy	Marketing and sales plan
01/11/17	Financial planning and forecasting	Financial plan
8/11/17	First pitch training	Slidedeck
15/11/17	Demo Day	Possible equity
22/11/17	Customer satisfaction	KPI
29/11/17	3P model	Businessplan
06/12/17	Optimise your story	Pitch
13/12/17	Final event	Winner of VA 2017

Contact

The Venture Academy is offered to you by the [Changemakers Lab](#), an initiative of the [Centre for Innovation](#) at [Leiden University](#). The objective of the programme is to better prepare students of The Hague for the 'next economy'. The Centre for Innovation is dedicated to facilitate an entrepreneurial ecosystem that keeps the city of The Hague competitive in the 21st century.

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