

HEICE Accelerator Program 2.0 Agenda

DATE	Time (CET)	Workshop
Week 1		
22.4.2024	10:00-12:00	HEICE Accelerator Program Kick-Off
23.4.2024	10:00-12:00	Ideation
24.4.2024	10:00-12:00	Validation Strategies and Proposition Canvas
Week 2		
Autonomous Week		
29.4.2024	10:00-12:00	Assignments Check (5 minutes per team)
Week 3		
7.5.2024	10:00-12:00	Product Development and Innovation
10.5.2024	10:00-12:00	Techniques for Market Analysis
	12:00-13:00	Homework
Week 4		
Autonomous Week		
17.5.2024	10:00-11:00	Assignments Check (5 minutes per team)
Week 5		
20.5.2024	10:00-12:00	Business Model Canvas
21.5.2024	10:00-12:00	Financial Planning
23.5.2024	10:00-12:00	Market Analysis and Marketing Strategy
Week 6		
Autonomous Week		
Business Model Canvas		
Week 7		
4.6.2024	10:00-12:00	Crafting an Elevator Pitch
6.6.2024	10:00-12:00	Investor Relations Strategies
Week 8		
12.6.2024	10:00-12:00	Practice Pitches
13.6.2024	10:00-12:00	Last-minute Adjustments
14.6.2024	09:00-13:00	Demoday
		Project Presentations
		Duration: Each project has 3 minutes to make its presentation (plus 2 min. Q&A)
		Pitch jury: 5 members
		Judging criteria: Presentation, USP, Degree of Innovation, Feasibility, Market Attractiveness, Team