

IMPACT STARTUP PROGRAM OVERVIEW 2021

CHECK IN
 Digital Meeting
 16 June, 09:00-10:30



KICK OFF

Meet-up in Malmö,
 1 Sep,
 09:00-13:00



CAMP 1 IMPACT

Digital Meeting
 27 Sep,
 09:00-13:00



CAMP 2 SALES & COMMUNICATION

Digital Meeting
 27 Oct,
 09:00-13:00



CAMP 3 FINANCE

Digital Meeting
 24 Nov,
 09:00-13:00



DEMO DAY

Meet-up in
 Stockholm
 8 Dec,
 09:00-16:00

A full day of
 top notch pitching!

DIGITAL TOOLBOX

INDIVIDUAL COACHING SESSIONS

WORK PHASE 1

Focus

- Impact assessment
- Theory of Change
- Impact and Growth metrics

WORK PHASE 2

Focus

- Become a better speaker
- Sale-strategy
- Value proposition
- Finalize Impact Business Model

WORK PHASE 3

Focus

- Due Dilligence
- Investors Ask
- Financial Management
- Investor Management

WORK PHASE 4

Focus

- Inspiration from previous Demo Days
- Pitch training
- Finalize deliverables

DEEP DIVE
 6/9 13:00-14:00

DEEP DIVE
 13/9 13:00-14:00

DEEP DIVE
 6/10 13:00-14:00

DEEP DIVE
 11/10 13:00-14:00

DEEP DIVE
 8/11 13:00-14:00

DEEP DIVE
 15/11 13:00-14:00

INDUSTRY
 EXCLUSIVE

MEET-
 UPS

INDUSTRY
 EXCLUSIVE

MEET-
 UPS

ONLINE IMPACT STARTUP PIPELINE AND INVESTOR NETWORK

DIGITAL IMPACT INVESTMENT TOOLBOX

FOR PARTICIPANTS

INVESTORLAB

THE PROGRAM

The six months Impact StartUp accelerator program give the participants knowledge of financial management as well as how to deliver a selling pitch. In parallel the Impact StartUp InvestorLab, a knowledge hub and network for investors, is running. These two, the program and the InvestorLab, are deeply connected and work together.

Detailed information about the Camps

First kick off in Malmö:

Focus:

- Introduction to Impact Assessment
- Meet your team and coach
- Deliver your first pitch
- First meeting: participants and investors

Camps 1: digital meeting 27 Sep

Focus:

- Impact Assessment Review
- Theory of Change
- Impact Business Modeling

Method: Interaction, group discussion and problemshooting

Camp 2: digital meeting 27 Oct

Focus:

- How to reach out
- Commercial strategy
- Value Proposition
- Prospect list creation

Method: Interaction, group discussion and problemshooting

Camp 3: digital meeting 24 Nov

Focus:

- Financial management plan
- Budget and profitability
- Investor pitch training and investment feedback

Method: Group interaction and pitch to investors

Detailed information about the formats

What is a digital Toolbox?

During the program all participants will have access to a digital Toolbox.

The digital Toolbox contains seminars which will be introduced one by one during the different camps.

Deep Dives?

Shorter seminars with questions and answers. Both participants and the investors are invited to join these sessions. The Deep Dives are connected to the main program for each Camp. External parties are sometimes invited to hold the Deep Dive seminars.

What is Industry Exclusives?

For the Industry Exclusives sessions we will match participants that are within the same business area or industry. This will also include the InvestorLab. By doing this we are able to target the information, knowledge and business contacts provided.

Workphase what?

Workphases is the time between the camps. During the Workphase there is time to work with what was presented at the latest seminars. This way all areas will be tackled and looked over. There will be assignments to work on that are handed in at the end of each Workphase.

What about Coaching sessions?

Coaching sessions will take place on a number of times during the program. These sessions are set up individually by the parties involved. The purpose of the sessions are to help the participants moving forward with their business, get new ideas, feedback and access to the coaches' business network.

Meet-ups?

During the entire program we will connect participants, investors, partners and experts. These Meet-ups are 1:1 meetings. We will schedule the meetings for you.