



**KICK OFF**

- One day!
- Digitally or physically
- Meet-up and intro for all selected companies
- Intro to Impact Assessment
- Get to know each other, your coach and the team
- Deliver first pitch



**CAMP 1 – IMPACT**

- Two days – day two is optional!
- Digitally or physically
- Focus**
  - Impact Assessment Review
  - Theory of Change
  - Impact Business Modeling




**CAMP 2 – SALES & COMMUNICATION**

- Two days – day two is optional!
- Digitally or physically
- Focus**
  - How to reach out
  - Commercial strategy
  - Value Proposition
  - Prospect list creation



**CAMP 3 – FINANCE**

- Two days – day two is optional!
- Digitally or physically
- Focus**
  - Financial management plan
  - Budget and profitability
  - Investor pitch training and investment feedback



**DEMO DAY**

- One day!
- Digitally or physically
- This is where the companies deliver their excellent pitches!**
- Individual meetings with investors
- This year's winners will be announced!

**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

**WORK PHASE 3**

**Focus**

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

**WORK PHASE 4**

**Focus**

- Inspiration from other demodays
- Pitch training
- Finalize deliverables

**DIGITAL TOOLBOX**

INDUSTRY EXCLUSIVE	DEEP DIVE	INDUSTRY EXCLUSIVE	DEEP DIVE	INDUSTRY EXCLUSIVE	DEEP DIVE	INDUSTRY EXCLUSIVE	DEEP DIVE	INDUSTRY EXCLUSIVE
				MEETUP	MEETUP	MEETUP	MEETUP	MEETUP

**ONLINE IMPACT STARTUP PIPELINE AND INVESTOR NETWORK**

**DIGITAL IMPACT INVESTMENT TOOLBOX**