



KICK OFF

- 27-28 January (two days, day two is only breakfast)
- Digitally
- 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

- 10-11 February (two days, day two is optional)
- Digitally or physically
- Impact Assessment Review
- Theory of Change
- Impact Business Modeling



CAMP 2 – SALES & COMMUNICATION

- 24-25 Mars (two days, day two is optional)
- Digitally or physically
- How to reach out
- Commercial strategy
- Value Proposition
- Prospect list creation



CAMP 3 – FINANCE

- 21-22 April (two days, day two is optional)
- Digitally or physically
- Financial management plan
- Budget and profitability
- Investor pitch training and investment feedback



DEMO DAY

- 15 Juny (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