

INCUBATION PROGRAM



x

telemach



VALAMAR

WEEK ONE

Mentor: Biljana Ljuban

Name: **Let's Break the Ice** - starting at 18:00

1.10.

18:00

2-hour kickoff meeting designed to foster connections, collaboration, and creativity among startup teams. Through dynamic group activities, participants will get to know each other, build relationships, and work together in fun, hands-on challenges that inspire teamwork and innovation.



Extracurricular: Koncept mlinček - after party

1.10.

20:00

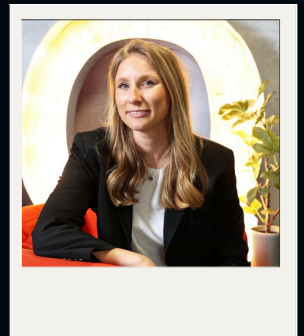
Mentor: Dora Zane

Name: **How to have kick-ass ideas**

3.10.

18:00

In our first workshop, we will establish the groundwork, followed by a creative ideation session where we will implement brainstorming techniques and visualize ideas, all aimed at clarifying and effectively communicating team business concepts.



ICEBREAKERS & IDEATION

Mentor: Ema Gerovac

Name: **User research**

8.10.

18:00



Learn how to conduct user research to gain valuable insights for developing your products and business ideas. You'll be equipped with all the tools you need to confidently carry out the research on your own.

Extracurricular: Fireside Chat: What if We Fail?

10.10.

18:00

*Join us for an insightful fireside chat where Vid Zavalić interviews **Nika Pintar**, co-founder of Cidrani, to explore one of the most daunting aspects of entrepreneurship—failure. With only a small percentage of startups making it big, understanding and preparing for failure is crucial. Whether you're just starting or already in the game, this chat will help you see failure not as an endpoint, but as part of the risk-filled, yet rewarding, entrepreneurial journey.*



CUSTOMER RESEARCH

WEEK THREE

Mentor: Ema Gerovac

Name: **User research analysis**

Working one-on-one with a mentor to review interview insights, address challenges, and discuss key learnings.

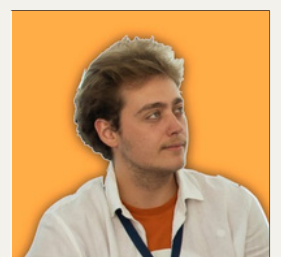
**14. &
15.10.
18:00**



Extracurricular: Startup Stories#1

**17.10.
18:00**

*Join us for the 1st session of Startup Stories, where **Juraj Karadža**, co-founder and CEO of Cyclops, will share his personal journey of building a startup. This event is an open platform for founders to talk about their experiences—no script, just real stories. Juraj will cover the highs, lows, and everything in between, followed by a chance for the audience to ask questions.*



INTERVIEW ANALYSIS

WEEK FOUR

Mentor: Dora Zane

Name: **The Path to PMF**

22.10.

18:00

Workshop helps early-stage startups navigate the challenging 0-1 phase by focusing on finding and achieving Product-Market Fit. It teaches founders how to understand real customer demand, avoid common startup pitfalls, and sell effectively through practical case studies.



**PRODUCT-SOLUTION
MARKET FIT**

Name: **Mentor Speed dating**

**29.10.
18:00**

Ever been on speed dating? Well, here is your chance. Sorta. In the mentoring session, you will have the chance to meet mentors 1:1 from fields such as business development, marketing, legal affairs, finance, etc., and get their advice for your business idea. That will be a great opportunity to gain new connections and determine the areas of your business that still need to be worked on.



Extracurricular: Kinoteka Party

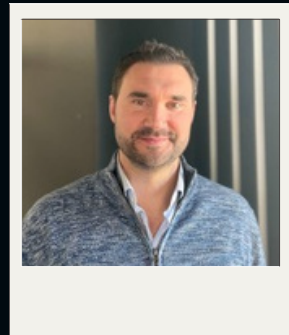
**29.10.
20:00**

No description needed.

MENTOR FEEDBACK

Mentor: Ivan Bračić
Name: **Sales Workshop**

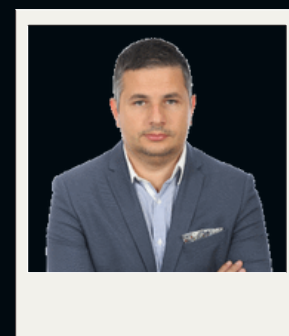
5.11.
18:00



During this workshop, you will learn about how to put together your own go-to-market strategy, how to talk to your buyers so they get interested, and how to structure and run a repeatable sales process to close more deals. You will work on your sales skills, understand key metrics, KPIs, and tools needed compete on the market - prepare your "Wolf of the Wall Street" skills for this one!

Mentor: Bojan Vrančić
Name: **Business Workshop**

7.11.
18:00



Discover how to create a winning business plan that entices investors. Learn the essential elements, as well as not-soessential ones, needed to make sure that your pitch hooks both the jury and the audience, boosting your chance of securing crucial funding for your business.

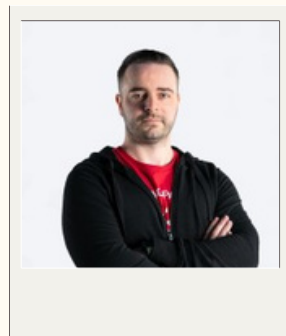
BUSINESS & SALES

Mentor: Ivan Dvorski (404 agency)

12.11.

Name: **Performance digital marketing "in the nutshell"**

18:00

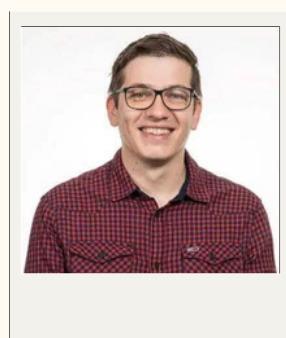


This workshop provides a comprehensive overview of the key aspects of practical marketing, focusing on campaign strategy development, selecting the right advertising platforms, and understanding targeting principles. Participants will learn how to differentiate between cold and warm audiences, use layered remarketing to optimize performance, and track key KPIs for campaign success.

Extracurricular: Startup Stories #2

13.11.

18:00



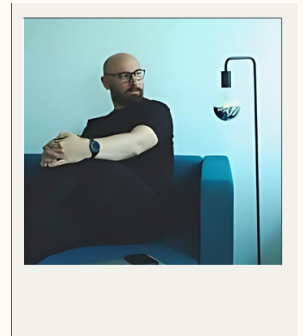
Join us for the 2nd edition of Startup Stories, featuring Vedran Cindrić, founder and CEO of [Treble](#). In this open, unscripted conversation, Vedran will share his unique journey of building a startup, discussing the highs, lows, and lessons learned along the way. After his talk, the audience will have the chance to ask questions and dive deeper into his experiences.

**GROWTH HACKING
& MARKETING**

Mentor: Anton Smolčić

Name: **(Digital) Marketing. How, why and when?**

**14.11.
18:00**



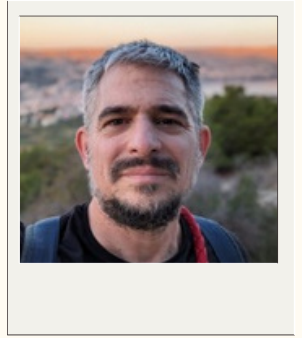
The workshop on digital marketing and growth tactics covers key strategies for expanding a business's online presence and driving customer engagement. It delves into topics like social media marketing, SEO, email campaigns, and data analytics to optimize performance.

**GROWTH HACKING
& MARKETING**

Mentor: Marko Linke

Name: **Getting Started and Building Foundations**

19.11.
18:00

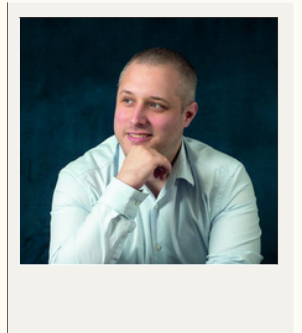


In this session on technology aspects, you'll learn to align with fast-changing business goals, maintain flexibility, pivot strategies, and leverage technical debt while hoping for success. We'll also touch on running design workshops, conducting experiments, adopting a "good enough" mindset, and embracing uncertainty.

Mentor: Branimir Petrušić

Name: **From Solid Foundations to Global Scalability**

21.11.
18:00



Learn to manage multiple teams and large projects, develop roadmaps, and handle budgeting, compliance, and certifications. On the hard-core technical side, we'll discuss tech stack selection, refactoring to address technical debt, and enhancing throughput, scalability, and reliability.

TECH STACK & MVP

Mentor: Anamarija Javor

25.11

Name: **Formation and Cross-Border
Incorporation**

18:00



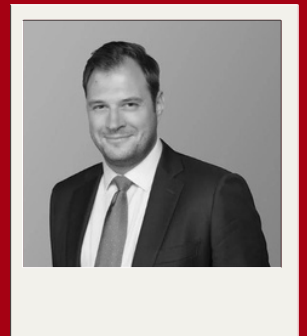
This workshop provides a comprehensive overview of the startup formation process, with a special emphasis on cross-border incorporation. Participants will receive key information about legal requirements, regulatory challenges, necessary documentation, and structures needed for a successful business launch.

Mentor: Vladimir Ante Batarelo

25.11.

Name: **Tax Aspects of Incorporation**

19:00



This workshop focuses on the tax and legal aspects related to structuring startup businesses, especially in the context of cross-border operations or the formation of cross-border holding companies. Participants will learn how to effectively structure the establishment of a startup considering cross-border activities and foreign clients, as well as how to better understand and avoid double taxation.

Mentor: Laurenz Wolfgang Vuchetich

Name: **Shareholders Agreement**

27.11.

18:00



This workshop explores the key aspects of the Shareholder's Agreement as a vital document for startups. We will focus on essential elements such as decision-making, funding, exit strategies, share distribution, conditions for new investors, and mechanisms for resolving potential conflicts. Additionally, the workshop will cover the importance of establishing rules for dividend payouts and protecting minority shareholders.

Mentor: Anamarija Javor

Name: **Corporate Governance**

27.11.

18:45



This workshop will cover the topic of corporate governance, including how to properly structure the board, define the roles and responsibilities of board members, and, if applicable, the supervisory board. Special attention will be given to establishing clear decision-making processes, and ensuring compliance with legal requirements.

Mentors: Vladimir Ante Batarelo and Marko Karlo Bohaček

27.11

19:30

Name: **Labor Law Aspect (Incentive Plans)**

This workshop addresses labor law aspects related to motivating and retaining employees through incentive programs. Participants will learn how to properly structure programs that include share transfers, stock option plans, bonuses, and other forms of employee compensation. The workshop will cover the legal and tax implications of such plans.

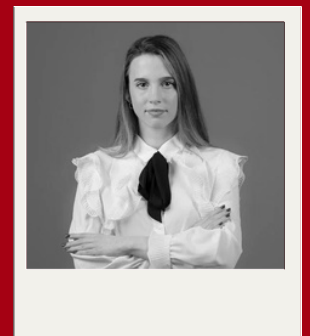
Mentors: Marko Karlo Bohaček and Anamarija Javor

29.11.

18:00

Name: **Intellectual Property (IP)**

Participants will learn how to protect their innovations and ideas through various forms of IP protection, including patents, trademarks, copyrights, and design. The workshop will also cover strategies for licensing intellectual property and using open-source software without compromising business interests. Special emphasis will be placed on safeguarding trade secrets and confidential information, as well as developing a sustainable IP strategy that supports long-term growth and market competitiveness.



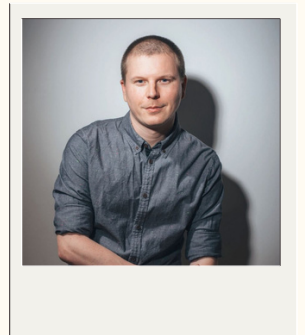
LEGAL & IP

Mentor: Jan Jilek

Name: **From Idea to Growth: How to Scale Your Startup**

5.12.

18:00



In this interactive workshop, we will explore what it means to live as a startup and navigate the changes that occur during its growth. We will discuss the key factors that influence scaling, including strategies, resources, and the implementation of systems that support business growth. Participants will have the opportunity to present their startups and receive concrete options and advice tailored to each one. Through hands-on exercises and real-world case studies, you will learn best practices in project management, resource allocation, and workflow automation to effectively support your journey toward scaling.

**SCALING &
TEAM MANAGEMENT**

Mentor: Scott Coleman

Name: **Pitching Workshop**

10.12.

18:00



The session will include tips on competing in pitch competitions and what investors want to see in one-on-one pitch meetings. This is your chance to learn how to present your startup idea in the best possible light.

Extracurricular: Startup stories #3

11.12.

18:00



*Don't miss this exciting event with **Izet Ždralović**, co-founder of **Microblink** and **Photomath**, which made history with its sale to **Google!** As a key figure in the startup world and a partner at **Silicon Gardens**, Izet will share his journey from building groundbreaking companies to empowering the next generation of founders.*

PITCHING

Mentor: Ivan Dvorski

Name: **Pitch Deck**

**12.11.
18:00**

Ever had trouble in the creative department of your brain? Creativity is not your "forte"? This workshop will teach you everything you need to know to simply, but effectively craft your pitch deck in order to keep everyone glued to your presentation.



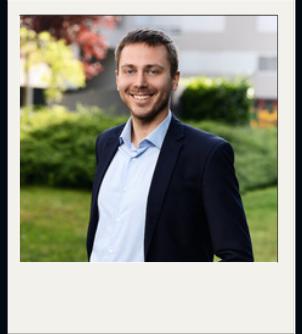
PITCHING

Mentor: Vedran Blagus

17.12.

Name: **Navigating Due Diligence: A Technical Guide for Startups**

18:00



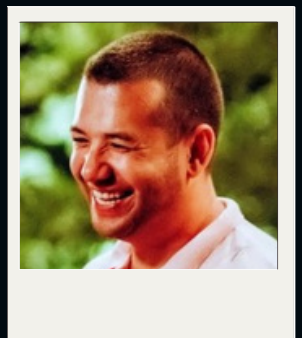
This workshop focuses on the technical aspects of preparing for investor scrutiny. Participants will learn what due diligence looks like, what they need to have ready for investors, a walkthrough of term sheets, convertible notes, and priced rounds, what the terms mean, and where they can negotiate and where they cannot.

Mentor: Vuk Lau

19.12.

Name: **Funding Fundamentals for Startups**

18:00



Explore the essentials of funding for startups, including whether it's necessary for your venture and alternative funding sources. Understand the dynamics between investors, venture capitalists, and startup founders.

Extracurricular: Christmas party

19.12.

FUNDING