



PRE-INCUBATION PRE-INCUBATION

Pre-incubation is a free, seven-week, in-person, educational program intended for teams with business ideas. With the help of our team and mentors, you will turn your initial idea into a business-worthy plan valuable for exploring further. No previous experience is required for the program. Therefore, make sure to apply and take your first steps in the world of entrepreneurship with us!

7 weeks

7 workshops

Mentor speed-dating

2 startup stories

2 pitch rehearsal

DEMO DAY

Kick-Off Event

6.5. | 18:00



At the kick-off event, you will have the opportunity to meet fellow upcoming entrepreneurs and get an overview of the whole pre-incubation program. It will be an evening filled with icebreaking challenges, so get ready to polish one of the most important entrepreneurial skills - networking!

Ideation Workshop

8.5. | 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.

Problem-Solution Fit

13.5. | 18:00



As we all know, an idea is just an idea until someone wants to use it. Let's explore how to turn your ideas into actionable insights through effective user research. Once you've confirmed who your customers are and the research is done, an analysis of your customer interviews will be done to better understand everything.

Mentor Speed Dating

15.5. | 18:00

In the mentoring session, you will have the chance to meet mentors 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.

Branding Workshop

20.5. | 18:00



IVAN BIOŠIĆ

This workshop will help you develop the essential elements of your startup's brand identity, even at the earliest stages. You'll learn how to communicate your unique value proposition effectively, create a consistent tone of voice, and develop cost-effective branding assets.

Pitching Workshop

22.5. | 18:00



SCOTT COLEMAN

The session will include tips on competing in pitch competitions as well as 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.

Startup Stories #1

26.5. | 18:00



LUKA GLAVAŠ

A casual conversation with a startup founder about the highs and lows of lifting your idea off the ground and venturing into the startup space is just the thing you need.

Pitch Rehearsal #1

28.5. | 18:00

After listening to Scott's workshop on pitching, you will have the required basic knowledge to start crafting your own pitch deck. Once you've crafted it and started to rehearse it, in comes the pitch rehearsal. You will show us what you came up with, and our mentors will provide you with feedback on how to make your pitch even better.

Legal Workshop

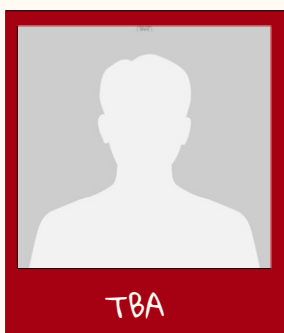
3.6. | 18:00



Listen, we know legal stuff can sound boring. Trust us, while you will learn essential legal considerations, there will also be a lot of exciting information - how to open your company, how to actually arrange relations between the people working in your startup as well as how you can provide benefits to the people you're working with!

Lean Canvas Workshop

5.6. | 18:00



A successful startup begins with a strong foundation. The Lean Canvas is a simple yet powerful tool to map out your business model on a single page. This workshop will guide you through the process of identifying key elements of your startup, such as customer segments, value propositions, and revenue streams.

Startup Stories #2

10.6. | 18:00



The gist is the same. Another casual conversation with a startup founder about the highs and lows of lifting your idea off the ground and venturing into the startup space is just the thing you need.

Pitch Rehearsal #2

14.6. | 10:00

So, you got the feedback from the mentors after the first rehearsal. While listening to the workshops and working on your idea, you've also been going at it with the pitch presentation. As the big day is approaching, this rehearsal will serve as **one final test with the mentors**. Pitch your idea, get feedback, work on it a little more, and be ready for the grand finale!



FINAL WEEK FINAL WEEK

DEMO DAY **17.6. | 18:00**

During the Demo Day, you will have the opportunity to pitch your startup in front of startup stakeholders, and the best teams will get the chance to continue their startup journey in our incubation program. Demo Day also represents the official end of the pre-incubation program.

CLOSING PARTY **17.6. | 20:00**

Following the official end of the Demo Day, we will have one final event - the closing party. That will be your opportunity to celebrate the progress you made throughout the program and share your big plans for the future with your startup colleagues, mentors, and other stakeholders in a friendly atmosphere.