

ACCELERATION
PROGRAMME

Apply before
30 January 2023

Programme



Tuesday March 7th

- 09.00** Welcome and introduction - Barbara Tan (RTTP), Policy Advisor Knowledge Transfer at the University of Antwerp
- 10.00** Creativity and design thinking - Sven de Vocht, Director Entrepreneurship at Voka - Chamber of Commerce Antwerpen-Waasland
- 12.00** Lunch
- 13.00** 24 steps to a successful startup - dr. Roy Broesma, Operational Manager of the Centre for Entrepreneurship and Innovation at Maastricht University
- 15.00** Coffee break
- 15.30** Preparing the perfect pitch - dr. Iris Vanaelst, Venturing & Licensing Manager at the University of Antwerp
- 18.00** Follow-up pitch deck session & walking dinner



Wednesday March 8th

- 09.00** The big pivot - dr. Roy Broesma, Operational Manager of the Centre for Entrepreneurship and Innovation at Maastricht University
- 11.00** The Pimento map - Voka - Chamber of Commerce Antwerpen-Waasland, trainer TBC
- 13.00** Lunch
- 13.45** Follow-up workshop based on the Pimento map
- 15.45** Coffee break
- 16.00** Business testimonials
- The story of Dockflow - Michiel Vallee, Tech lead and Co-founder of Dockflow
 - The story of 'IPEE' - eng. Bart Geraerts, Technical Director and Founding Partner IPEE
- 18.00** Evening programme

Programme



Thursday March 9th

- 09.00** Branding and marketing - dr. Lukasz Wojtkowski, coordinator of Copernicus Startup Labs at Nicolaus Copernicus University
- 11.00** Customer journey - dr. Lukasz Wojtkowski, coordinator of Copernicus Startup Labs (NCU) & Andy Mew, Head of Startup Support (University of Essex)
- 13.00** Lunch
- 14.00** Customer journey - supported by expert coaches
- 16.00** **Keynote : *Start, Grow, Sell* - Jürgen Ingels, leading entrepreneur and author**
- 17.00** Q&A
- 17.30** Reception

KEYNOTE

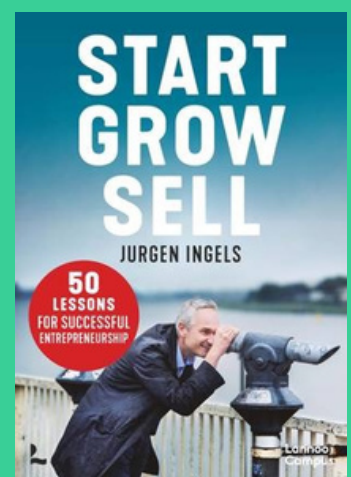


Jürgen Ingels is entrepreneur and venture capitalist. He was the founder and CFO of Clear2Pay, a leading payments technology company. Under his leadership, he grew the company to one of the world leaders in payment software with more than 1,200 employees in 14 countries. In 2014, Clear2Pay was sold to FIS (NYSE), of the biggest fintech companies worldwide.

Today, Jürgen is the managing director of Smartfin, a fund targeting promising European technology companies. Jürgen is also the initiator of SuperNova and The Big Score, two important Belgian technology and innovation events. He is involved in various companies like WDP (Euronext/BEL20), Materialise (NASDAQ), Ghelamco, Projective, Guardsquare, Recharge, Deliverect, etc.

'We learn by doing,' the old adage tells us. And in the case of entrepreneurship, you can take that literally! Becoming a successful entrepreneur involves lots of hard work and learning from your mistakes as you progress. There is no magic formula, but following the right lessons can take you a long way.

In *Start, Grow, Sell*, Jürgen Ingels reveals the lessons he has learned as a top entrepreneur. He gives concrete, practical tips about how you can take your company to the next level, from your business model to operations, from marketing and sales to human resources, and from the composition of your team to the financial structure of your organisation.



Expert Team: meet your coaches!



Barbara Tan
University of Antwerp

Barbara Tan is a Registered Technology Transfer Professional (RTTP) at the Valorisation Office of the University Antwerp. She has coached various spin-off teams, especially with a research background in Social Sciences and Humanities (SSH), until the launch of their company. Currently she works as a Policy Advisor on Knowledge Transfer and within the YUFE alliance (Young Universities for the Future of Europe). She focuses on the development of activities which stimulate Entrepreneurship & Innovation towards students, staff and researchers.



Sven de Vocht
Voka - Chamber of Commerce Antwerpen-Waasland

Sven de Vocht is responsible for the service department of the Antwerp-Waasland Chamber of Commerce, where he has been working for the past 20 years. He leads a team of about 20 experts and advisors helping young entrepreneurs and SMEs to succeed in a globalising economy. Sven has co-authored three books on retail and medium-sized enterprises, as well as several academic publications on high growth entrepreneurship. Sven teaches entrepreneurship at the Antwerp Management School and has coached more than 500 student entrepreneurs.



Roy Broesma
Maastricht University

dr. Roy Broesma is the Operational manager of the Centre for Entrepreneurship and Innovation at the School of Business and Economics of Maastricht University. In this role, his main responsibility is to build an ecosystem in which all students from Maastricht University can pursue an entrepreneurial career regardless of their studies. Within the YUFE alliance his focus is on innovation & entrepreneurship.



Lukasz Wojtkowski
Nicolaus Copernicus University

dr. Łukasz Wojtkowski is a coordinator of the Academic Entrepreneurship programme at Nicolaus Copernicus University. He also coordinates the Copernicus Startup Labs, a space where academic startups are born, evolve and gain traction. He specialises in consumer insights as part of the big data - deep data - consumer insight methodology. He teaches analysis, business development and brand strategy, as well as value management for startups and innovation. Moreover, his research focuses on the relationships between humans, AI, machine learning and algorithms.



Andy Mew
University of Essex

Andy is Head of Startup Support at the University of Essex where he champions starting a business as an alternative route that students should explore post-graduation. He has previously run his own freelance copywriting and marketing company, managed a 2000 person nightclub, helped run a family-owned business, and established a co-working space with a community of 52 businesses. He is passionate about startups, with a particular focus on MVP development and early-stage traction. When he is not working you will normally find him out and about climbing, skiing, or surfing.



Iris Vanaelst
University of Antwerp

dr. Iris Vanaelst holds a PhD in Applied Economics (Vrije Universiteit Brussel & Universiteit Gent). She specialised in the composition of entrepreneurial teams in high-tech new ventures. She is the Venturing & Licensing Manager of the Valorisation Office. She is the programme director and coach of the Deep Dive into Business Programme of UAntwerp organised in support of the university's spin-offs.

Business Testimonials



Michiel Valee

Tech Lead & Co-Founder Dockflow

Michiel Valee, is an alumnus of the University of Antwerp where he during his studies also was a student entrepreneur and one of the 3 co-founders of the startup Dockflow. Today Michiel is the tech lead of this company which is specialised in solutions for smooth collaboration in logistics chains. It gives forwarders and shippers a user-friendly, secure and accessible platform for sharing shipping information. Dockflow won the 'Start-up of the Year 2022' award at the Supply Chain Awards for Belgium.



Bert Geraets

Technical director & Founding Partner IPEE

Bart Geraets is an enthusiastic electronics engineer (Alumnus UAntwerpen) who has found the luxury of combining passion and contribution. He is one of the founders of IPEE, a game-changing Flemish company whose mission is to eliminate excessive water use in sanitary ware. Bart likes to share his story of failing forward. How IPEE began as a very small company among established giants, driven by a rock-solid belief to change the course of all of them.

Practical information

Venue

Klooster van de Grauwzusters (Gebouw S)
Lange Sint-Annastraat 7, 2000 Antwerpen

Participation in the programme is free of charge, but participants are expected to cover their travel and accommodation costs. Should cost be a hurdle, the programme may partially sponsor accommodation expenses (max. 1 room per team for 3 nights at a three-star B&B hotel close to the venue and chosen by the organising committee, 6th-9th March, to be indicated during registration.)

Recommended accommodation

B&B Hotel Antwerpen-Centrum
www.hotel-bb.com

