Venture Academy
What is the Venture Academy?

The Venture Academy is a program for motivated early-stage entrepreneurs who want to bring their business idea into the real world. Together with a community of entrepreneurs, experts and mentors, you will learn how to:

- Validate your business case
- Build a healthy team
- Plan your next steps

At the end of the program you will have:

- A validated business model
- An improved pitch & pitch deck
- A go-to-market & funding plan
Focus of the program

Business Case
• Concept validation
• Business model
• Pitching your startup

You & Your Team
• Understand your “why”
• Team alignment
• Mental health

Next Steps
• Funding plan
• Go-to-market strategy
• Find mentors & advisors
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPT 9</td>
<td>Individual</td>
</tr>
<tr>
<td>SEPT 16</td>
<td>Individual</td>
</tr>
<tr>
<td>SEPT 23</td>
<td>Individual</td>
</tr>
<tr>
<td>SEPT 30</td>
<td>Individual</td>
</tr>
<tr>
<td>OCT 7</td>
<td>Individual</td>
</tr>
<tr>
<td>OCT 14</td>
<td>Individual</td>
</tr>
<tr>
<td>OCT 21</td>
<td>Individual</td>
</tr>
<tr>
<td>OCT 28</td>
<td>Individual</td>
</tr>
<tr>
<td>NOV 4</td>
<td>Individual</td>
</tr>
<tr>
<td>NOV 11</td>
<td>Individual</td>
</tr>
<tr>
<td>NOV 18</td>
<td>Individual</td>
</tr>
<tr>
<td>NOV 25</td>
<td>Individual</td>
</tr>
<tr>
<td>DEC 2</td>
<td>Individual</td>
</tr>
<tr>
<td>DEC 9</td>
<td>Individual</td>
</tr>
<tr>
<td>DEC 15</td>
<td>Adapted to cohort</td>
</tr>
</tbody>
</table>

Make sure you are available for these dates; coaching can be moved to another weekday if necessary.
Startup Days

Startup Days are training days during which you develop your entrepreneurial skills and build community with the other participants.

These days take place every second Friday from 9:30 to 17:30. Attendance with all founders (if applicable) is mandatory.

Each day will be a different journey, focusing on one topic through a combination of lectures, interactive workshops, guest speakers and panels. In general, every Startup Day includes the following elements:

1. Community sharing & reflection
2. Learning from an expert
3. Turning theory into practice
Coaching & Special Track Days

During the program you will be assigned a coach, with whom you will meet every 14 days. Your coach will help you get more out of the program and reach your goals. By default, coach meetings take place on Fridays between Startup Days, but you are free to reschedule to any weekday that best suits you and your coach.

If your business idea is related to the Life Sciences & Health industry, we expect you to join relevant Special Track sessions hosted by our partner unlock_. These sessions will take place on some Fridays between Startup Days (exact dates & times TBD).

Depending on the make-up of the incoming cohort, we may create additional special tracks.
We will conclude the Venture Academy program with the *Pitch Event*.

During this event, you will pitch your startup to each other and the PLNT community. Afterwards, there will be drinks to celebrate you and your progress. This is a great opportunity to get in touch with more advanced startups and potential advisors!
What we offer in a nutshell

1. **Community** of ambitious early stage entrepreneurs with whom you will learn & grow

2. **Training** through interactive sessions with experts, customised to match the needs of the cohort

3. **Help with access to funding**, such as loans, subsidies & pre-seed investment, through our partners & network

4. **Mentoring & advice** from your Venture Academy coach as well as from experienced entrepreneurs and private sector experts

5. **Resources in the building**:
   - free working space,
   - weekly networking drinks
   - access to financial & legal services through our partners
## What we expect from you

**Entry criteria**

- Innovative* & scalable** business idea
- You can prove that there is a market need & that your business idea is (technically) feasible
- Taken serious steps to get started
- Clear motivation for wanting to pursue this idea & for being an entrepreneur
- Pitch deck describing your business case (we'll help you with this)

*Solves a problem in a new & unique way

**Potential for rapid revenue growth without an equal increase in costs

**During the program**

- Present at PLNT for all Startup Days & relevant Special Track Days
- Available for coaching between Startup Days
- Commitment to working on your startup between Startup Days
- Openness to feedback & new ideas
- Openness in sharing your journey with the group - the good & the bad
- You help create a safe space for sharing and learning, by treating others with kindness and respect
Application Process

1. Intake

Interested in joining the Venture Academy? Fill in [this form](#) as soon as possible and we’ll schedule an intake meeting with you to get to know you better. Based on this meeting, we’ll help you prepare for your ‘real’ application. The sooner you get in touch, the more help we can give!

2. Application

Apply by submitting a pitch deck describing your business concept & team. A template will be given to you. The **deadline is 4 August**. You can submit a draft before this date to receive feedback. You will hear whether you’ve been selected for an interview on 8 August at the latest.

3. Interview

Selection interviews will take place on **11, 16, 17 & 18 August** - your availability will be taken into account. During the interview, you will present your pitch deck in front of a jury of PLNT experts and answer their questions. You will be informed of their decision on **24 August** at the latest.
Meet the trainers

Charlie Wulff
Main trainer & VA program manager
Your main host for the program, with an academic background and 3 years of practical experience in entrepreneurship

Ruben Habraken
Main trainer & special track program manager
Archeologist turned entrepreneur, with 7+ years of experience supporting entrepreneurs launching their companies

Betty Huerta
Coach, trainer & educator at PLNT
Innovation Scientist with 8+ years of experience bridging the gap between technologies, societies and impact

Philip Brandner
Topic: neuroscience for entrepreneurs
Entrepreneur and researcher with a background in history, biology, psychology & neuroscience
Meet the trainers

Jana Nevrlka
*Topic: Healthy co-founder teams*
Acclaimed author of 'Cofounding the Right Way' with 15+ years of legal and strategy consulting experience

William Vuijk
*Topic: funding strategies*
Climate tech entrepreneur & funding and innovation consultant at The Funding Company

Inés Gastón
*Topic: Burnout prevention*
Expert in clinical psychology with a focus on entrepreneur mental health

Rob Mayfield
*Topic: company structure & paying yourself*
Experienced entrepreneur and investor investing in research spinouts and science-based startups in Leiden
Meet some of our alumni

**Rapidemic**
Immediate diagnosis of infectious diseases
Raised 75K in pre-seed funding from Graduate Entrepreneur and opened their own laboratory immediately after finishing the VA program in December 2021

**ImmunoWars**
The most infectious card game
Raised 60K through ELF pre-seed funding, a successful kickstarter campaign and (pre)sales & sold 2000 games within 11 months of finishing the VA program in June 2021

**Imuno**
Identifying novel targets for cancer therapies
Raised 300K in seed funding from UNIIQ and LEH & was accepted into the unlock incubation program after completing the VA program in Februari 2021

**Exit071**
Innovative technology for exosome analysis
Raised 350K in seed funding from UNIIQ and LEH & was accepted into the unlock incubation program after completing the VA program in Februari 2021
How do I apply?
Fill out [this form](#) as soon as possible and we’ll schedule an intake meeting with you. Refer to page 10 for the rest of the application process.

How do I know if I’m ready?
We are looking for early-stage entrepreneurs who have 1) an innovative & scalable business idea, 2) a clear motivation for pursuing this idea, 3) taken some steps to get started and 4) performed problem validation. Problem validation means that you can prove that there is a market need and know who your potential customers are, by having done desk research and spoken to people. You don’t have to have a finished product, customers, investors or a business plan yet. If you’re not sure whether you meet these entry criteria, fill in the intake form and we’ll help you figure it out.

Does my startup have to be registered at the Chamber of Commerce (KvK)?
No. But you need to intend to do so by the end of the program at the latest.

How much does the program cost?
Venture Academy participants don’t have to pay for the program, as it is subsidised by PLNT. However, we ask you to be respectful of our time and money by giving the program your all if you are accepted.

How much time do I need to invest in the program?
The Venture Academy consists of a kickoff, 7 full-day sessions, one final pitch event, special track sessions on “free” Fridays (for Life Sciences & Health startups) and one coaching session every fortnight. To get the most out of the program, we also ask you to work on your startup between sessions. All in all, expect to spend around 16 hours a week on your startup for the duration of the program, but more = better.

How do I contact you?
If you’re interested in applying to the Venture Academy but have some questions, please fill out the intake form and we’ll be in touch. If you want to contact us for any other reason, send an email to charlie@plnt.nl (use subject line “VA contact”).