



# ACE INCUBATION PROGRAM

TAUGHT BY A SILICON VALLEY EXPERT AND INDUSTRY MENTORS

Are you a student, researcher or technology professional with an innovative business idea? The ACE Incubation Program helps you develop your tech or science concept into a successful company. We cover all stages of starting a business and help you boost your entrepreneurial skills. Once you are accepted into the program, we guarantee two years of support. We have an expansive network of mentors, investors and industry experts who want to work with young innovators like you!

## WE OFFER

- 12 weeks of interactive lectures and workshops
- Individual mentoring sessions with seasoned entrepreneurs and business experts
- A network of consultants and service providers
- Access to our professional network of partners
- Matching to venture capital and industry leaders
- A vibrant and welcoming community of passionate founders

## FOR WHOM

- MSc or PhD students, researchers, technology professionals or alumni of any Dutch university. International applications are also welcome
- You have an innovative tech or science business idea
- You have a passionate and ambitious team
- You are willing to set up your business in the Amsterdam region
- You have potential for growth and ambition to scale up internationally

## FACTS

### DATES

Starts Nov. 11, 2019  
1 week full-time | weekly sessions

### LOCATION

Startup Village, Amsterdam  
Science Park 608

### COSTS

Fully sponsored\*

### LANGUAGE

English

### APPLY AT

[ACE-INCUBATOR.NL/APPLY](https://ace-incubator.nl/apply)

### DEADLINE

October 14, 2019

## PROGRAM OUTLINE

# WEEK 1 WEEK 2-12

### TURN YOUR IDEA INTO A VIABLE BUSINESS CASE

LEAD BY A SILICON VALLEY EXPERT

Five days (full-time)

Crash course in entrepreneurship covering all essential aspects of starting an innovative and viable business:

- Entrepreneurship and innovation culture
- Business and revenue model
- Go-to-market strategy
- Startup funding
- Pitching
- One-on-one mentoring sessions

### VALIDATE YOUR BUSINESS IDEA AND ACQUIRE CUSTOMERS

Weekly morning workshops and biweekly mentoring sessions to help you validate your business model and strengthen your skills as a starting founder:

- Customer development
- Product development
- Startup financials and administration
- Investor insights & term sheets
- Sales and negotiations
- Branding
- Pitching and more...

### \*SUCCESS FEE MODEL

We believe in empowering entrepreneurs, therefore **we don't take equity.**

When selected into our incubation program, you do commit to pay 2% of your revenue for the period of 5 years, only when and if you hit a yearly revenue of 250K euros or more.

## FEEDBACK FROM PREVIOUS PARTICIPANTS:

“ WE STARTED AS A TEAM OF PROGRAMMERS WITH NO BUSINESS EXPERIENCE. BY THE END OF THE PROGRAM WE REALLY FELT LIKE ENTREPRENEURS. ”

Bart Vredereg, Aiiir Innovations

“ BEING PART OF ACE'S PROGRAM WAS TREMENDOUSLY HELPFUL. IT INSPIRED ME AND HELPED ME ORGANIZE MY THOUGHTS AND MAKE A PLAN ON HOW TO START MY OWN COMPANY. ”

Andrea Candelli, LUMICKS

### QUESTIONS?

Feel free to reach out to our program lead Liza Kolesnichenko at [liza@ace-incubator.nl](mailto:liza@ace-incubator.nl). Amsterdam Center for Entrepreneurship (ACE) is the university incubator of UvA, VU, HvA and Amsterdam UMC.

