

Week 1 - Team

Monday, April 25, 2022 - Kick off

Welcome, keynote & introduction

Tuesday, April 26, 2022 - Team

10:00 - 11:00: Inspirational input session on Team dynamics

11:00 - 18:00: One on one mentoring, individual 1h slots

Friday, April 29, 2022 - Feedback Friday

10:00 - 13:00: Individual 1h slots for reviewing

Week 2 - Product, Customer & Business Model

Monday, May 2, 2022 - Product & Customer

10:00 - 11:00: Inspirational input session

11:00 - 18:00: One on one mentoring, individual 1h slots

Wednesday, May 4, 2022 - Business Model

10:00 - 11:00: Inspirational input session

11:00 - 18:00: One on one mentoring, individual 1h slots

Friday, May 6, 2022 - Feedback Friday

10:00 - 13:00: Individual 1h slots for reviewing

Week 3 - Sales & Pitch Training

Monday, May 9, 2022 - Sales

10:00 - 11:00: Inspirational input session

11:00 - 18:00: One on one mentoring, individual 1h slots

Wednesday, May 11, 2022 - Pitch training

09:30 - 11:30: Special: Inspirational session Pitch training

Friday, May 13, 2022 - Feedback Friday

10:00 - 13:00: Individual 1h slots for reviewing

Week 4 - Marketing & Corporate Speed dating

Monday, May 16, 2022 - Marketing

10:00 - 11:00: Inspirational input session

11:00 - 18:00: One on one mentoring, individual 1h slots

Wednesday, May 18, 2022 - Corporate Speed Dating

09:30 - 12:00: Special: Corporate Speed dating

Friday, May 20, 2022 - Feedback Friday

10:00 - 13:00: Individual 1h slots for reviewing

6-week Accelerator for B2B Startups | April 25 to June 3, 2022

Week 5 - Pitch coaching

Monday, May 23, 2022 - Pitch coaching

10:00 - 12:00: Inspirational input session

13:00 - 16:30: One on one mentoring

Tuesday, May 24, 2022 - Pitch coaching cont.

10:00 - 14:15: One on one mentoring

15:30 - 17:30: Open pitch and feedback

Friday, May 27, 2022 - Feedback Friday

10:00 - 13:00: Individual 1h slots for reviewing

Week 6 - Investment & Law

Monday, May 30, 2022 - Finance, Investment & Termsheet

10:00 - 11:00: Inspirational input session

11:00 - 18:00: One on one mentoring, individual 1h slots

Wednesday, June 1, 2022 - Law

10:00 - 18:00: One on one mentoring, individual 1h slots

June 3, 2022 - Breakthrough Demo Day

14:00 - 19:00

- Welcome by Up2B team
- Presentation of startups
- Special keynote
- Dinner, drinks & music

Guests: Investors & corporates

6-week Accelerator for B2B Startups | April 25 to June 3, 2022