

Venture Academy

Bring your business idea into the real world



PLNT



PLNT Programs

At PLNT, we develop different programs across all the phases of entrepreneurship. For starting entrepreneurs or for talents who like to think up ideas, but don't want to turn them into a business; whatever your ambition, we will teach you all the skills YOU need!

There are connecting programs for each stage in this process. Firstly, do you want to make an impact, but don't know how? This is what you will learn at **Skills**.

Do you already have an idea for a startup? Then **PLNT BOOST** is the right program for you. In 5 weeks, you will learn how to develop your idea using the design thinking method. After this, you can put your idea into practice during the program **Startup Play**. Learn whether entrepreneurship is a fit for you during these 3 months.

Do you have serious ambition to validate your startup? Then join the **Venture Academy**. In 4 months you will learn to validate your business case, build a healthy team and raise funding.

If you are market-ready, looking for a nice work space, want the opportunity to spar with other startups and receive coaching, **PLNT Sprout** is a good fit for you. This community program supports you in growing your business.

Are you a life science or biotech startup? Then you can join the **unlock_ Incubation Program** after the Venture Academy. This year-long program is tailor-made to your startup's needs and will help you become economically active in the Leiden Bio Science Park.

After completing all programs, you will be ready to enter the market and conquer it! Of course, you will remain a member of our **PLNT Community** and can spar with fellow startups.

When Worlds Meet, Growth Follows.



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, scalable 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

Spring 2023 calendar

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

MAR	10 (13:00 - 17:30)	17 (9:30 - 17:30)	24 (individual)	31 (9:30 - 17:30)
	Kickoff	Value & Business Models I	Coaching & Special Track Sessions	Value & Business Models II
APR	7 (no session)	14 (individual)	21 (9:30 - 17:30)	28 (individual)
	National holiday: Good Friday	Coaching & Special Track Sessions	You as a Founder	Coaching & Special Track Sessions
MAY	5 (no session)	12 (9:30 - 17:30)	19 (individual)	26 (9:30 - 17:30)
	National holiday: Liberation Day	Going to Market	Coaching & Special Track Sessions	Building & Incentivising Your Team
JUN	2 (individual)	9 (9:30 - 17:30)	16 (individual)	23 (9:30 - 17:30)
	Coaching & Special Track Sessions	Funding Your Startup	Coaching & Special Track Sessions	Wrapping up (adapted to cohort)

Program outline



Full VA Days

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

These days take place roughly every second Friday from 9:30 to 17:30. **Physical attendance** at PLNT with all founders is mandatory.

"If you want to go fast, go alone; If you want to go far, go together."

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 Full VA Day includes the following elements:

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

Program outline



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 *Full VA Days*, but you are free to reschedule to any weekday that best suits you and your coach.

unlock_

Life Science
Incubator Leiden

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 *Full VA Days* (exact dates & times TBD).

Depending on the make-up of the incoming cohort, we may create additional special tracks.

Program outline



Pitch event

We will conclude the Venture Academy program with the Pitch Event on June 30 (16:00 - 20:00).

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!

“The secret of getting ahead is getting started.”



What we offer in a nutshell



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



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



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



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



Resources in the building: free working space, weekly networking drinks and 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 Full VA Days & relevant Special Track Days



Available for coaching between Full VA Days



Commitment to working on your startup between Full VA 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

Intake

Interested in joining the Venture Academy? **Fill in this form** 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 and the higher your chances of getting in!

Application

Apply for spring 2023 by submitting a pitch deck describing your business concept & team. A template will be given to you during the intake meeting. The **application deadline is 6 February 2023**. You can submit a draft before this date to receive feedback.

Interview

Selection interviews will take place on 14, 15 & 16 February 2023 - 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 by the end of February at the latest.

[Sign up for the Venture Academy](#)

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



Jana Nevrlka

Topic: Healthy cofounder 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



Meet the trainers



Viktor Tsjebanov

Topic: investor readiness

Investment manager at venture capital firm FORWARD.one with a multi-disciplinary science background



Rob Mayfield

Topic: company structure & paying yourself

Experienced entrepreneur and investor investing in research spinouts and science-based startups in Leiden



Eduard Burer

Topic: culture creation

Founder of a venture capital fund and experienced HR & recruitment manager with a background in psychology



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 February 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 February 2021



Frequently asked questions

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").

Stay in touch!

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