# HOW

5 day intensive cross-functional workshops to prepare for incubation

You Apply → Our Jury Selects → bootcamp → Incubation → Demo Day → Investment Day → We Have WINNERS!

Customer Centricity → Value proposition → Product development → Business validation → Branding & design → Strategy → Finance, legal, HR… → PITCHING | Valuation → Round 2 funds

### Your Journey

- Termsheet
- All resources & tools
- 12+ sprints
- Learn & Apply

### Mentors & Networks

- Industry experts
- Guide your journey
- Previous Startups advices

### Eligible for 2nd round

- External valuation
- Networking & scaling
- Exchange program
- Additional investment