





## Overview workshop dates and content, Sessions 1

Calendar weeks 43 - 46

Date	Time	Workshop Title	Workshop Description	Trainer
26.10.23	13:00 – 14:30	Onboarding & introduction	Onboarding and get to know the other participants, trainers and mentors	 Laura de Amorim
26.10.23	15:00 – 18:00	Financial Modelling	Learn key fundamentals of financial modelling for impact start-ups as a powerful tool to make informed business decisions	 Georg Meuser
27.10.23	10:30 – 12:30	Business Modelling	Gain valuable insights into business planning and business models for impact companies, as well as market/competitor analysis comparing impact to profit-only companies, SWOT analysis for impact companies	 Kai Malzer
30.10.23	09:00 – 12:00	Leadership Skills & Personal Development	Learn how self-organization and self-determination provide a superior alternative to traditional management in the context of leadership and impact enterprises & Use self-reflection to shape the path to your best self in your social start-up	 Laura de Amorim






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30.10.23	13:00 – 15:00	Sustainability	Receive essential fundamentals for assessing the climate impact of your social start-up and tips on how to operate in a more environmentally friendly manner	 Anna Canning
02.11.23	13:00 – 15:00	Founding in rural areas vs. In the city	Gain insights into the respective opportunities and challenges and derive your own insights for your socially- oriented company	 Laura de Amorim
03.11.23	09:00 – 11:00	New Work	Shape the future of work environment in the context of socially-oriented entrepreneurship with new innovative approaches	 Laura de Amorim
06.11.23	10:00 – 12:00	Sales Basics	Learn everything you need to know about the basics of sales, from representing the value of your impact business to negotiation techniques and closing strategies	 Katrin Talkowsky

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Date	Time	Workshop Title	Workshop Description	Trainer
07.11.23	12:00 – 13:00	Balancing family and entrepreneurship	Find the right balance between family happiness and your self-employment journey with a social start-up	 Katrin Talkowsky
08.11.23	15:00 - 18:00	How to pitch your impact start-up	Attract investors for your impact start-up with a convincing and sound pitch deck	 Georg Meuser
09.11.23	13:00 – 16:00	Building a resilient partner network	Learn the essentials for building a resilient partner network of impact-focused companies	 Anna Cunning
10.11.23	10:00 – 12:00	Marketing Essentials	Acquire comprehensive knowledge in all aspects of digital marketing, from target audience analysis and personas to content strategy and SEO	 Katrin Talkowsky
13.11.23	13:00 – 15:00	Diversity, Equity & Inclusion	Discover what it takes to truly embody DEI in your impact company	 Laura de Amorim

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14.11.23	13:00 – 16:00	Research Analysis & Funding	Learn everything about the possibilities of applied research and stay updated on the latest advancements that can benefit your impact start-up & Gain a comprehensive overview of the various funding opportunities for impact start-ups	  Anna Canning & Georg Meuser
17.11.23	13:00 – 15:00	Workshop on your request	tba	tbd
11.12.23	14:00 – 16:00	Pitch Training	Intensive pitch training for the presentation on our Demo Day	  Georg Meuser & Kai Malzer
<i>alternatively</i>				
13.12.23	14:00 – 16:00	Pitch Training	Intensive pitch training for the presentation on our Demo Day	  Laura de Amorim & Georg Meuser