

Overview workshop dates and content, Sessions 2

Calendar weeks 46 - 49

| Date | Time | Workshop Title | Workshop Description | Trainer |
|----------|---------------|---------------------------|---|--|
| 16.11.23 | 13:00 – 14:30 | Onboarding & introduction | Onboarding and get to know the other participants, trainers and mentors |  Laura de Amorim |
| 16.11.23 | 17:00 – 19:00 | Financial Modelling | Learn key fundamentals of financial modelling for impact start-ups as a powerful tool to make informed business decisions |  Georg Meuser |
| 17.11.23 | 15:00 – 17:00 | 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 |
| 20.11.23 | 10:00 – 12:00 | 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 |







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|----------|---------------|--|--|---|
| 21.11.23 | 13:00 – 15:00 | Diversity, Equity & Inclusion | Discover what it takes to truly embody DEI in your impact company |  Laura de Amorim |
| 23.11.23 | 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 |
| 24.11.23 | 09:00 – 11:00 | New Work | Shape the future world of work with new innovative approaches in the context of socially-oriented entrepreneurship |  Laura de Amorim |
| 28.11.23 | 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 & Create the path to your best self in your social start-up with self-reflection |  Laura de Amorim |

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| 28.11.23 | 13:00 – 14:00 | Balancing family and entrepreneurship | Find the right balance between family happiness and your self-employment journey with a social start-up |  Katrin Talkowsky |
| 29.11.23 | 17:00 – 19:00 | How to pitch your impact start-up | Attract investors for your impact start-up with a convincing and sound pitch deck |  Georg Meuser |
| 30.11.23 | 16:00 - 18:00 | Building a resilient partner network | Learn the essentials for building a resilient partner network of impact-focused companies |  Anna Canning |
| 04.12.23 | 10:00 – 12:00 | Sales Basics | Learn everything from sales basics, how to present the value of your impact company, to negotiation techniques and closing strategies |  Katrin Talkowsky |
| 05.12.23 | 16:00 – 18:00 | 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 |

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| 07.12.23 | 10:00 – 12:00 | Marketing Essentials | Gain condensed knowledge in all facets of digital marketing from target group analysis to personas, content strategy to SEO |  Katrin Talkowsky |
| 08.12.23 | 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 |