



Build with passion. Earn with purpose.

Startup Incubation Program

A program to build your business from **idea** to **market entry** with the right tools and coaching

Our program gives you the structure, clarity and practical knowledge to turn your entrepreneurial potential into a concrete business concept, validate the right idea as well as start with a structured business plan and go-to-market strategy.





Gain clarity on your passion, values and vision



Define the problem you want to solve as a founder



Validate a strong problem-solution fit



Develop a viable & marketable business model



Leave with a structured business plan and market entry strategy



Goals & Results

How?

Your Path from Passion to Solution

Month 1 **Foundation**

- Clarify your passion, values, and vision
- Understand who you are as a founder, what drives you, and where you want to create impact
- Identify your entrepreneurial focus

Month 2 **Problem Focus**

- Define the right problem to solve
- Sharpen your understanding of the customer problem and target group
- Validate your problem assumption and refine it

Month 3 **Solution Development**

- Design and shape your solution idea
- Conduct comprehensive market analysis
- Work towards problem-solution fit
- Develop a viable, marketable business model

Month 4 **Business Plan & Go-to-Market**

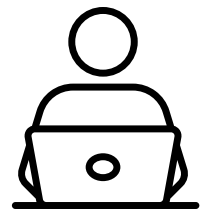
- Turn your concept into a launch-ready strategy/ roadmap
- Prototype your solution
- Build a structured business plan
- Build your go-to-market approach



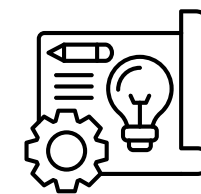
Organization & Formats



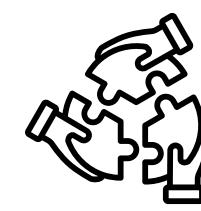
4 months
10 Workshops á 2 hours



In-person / remote workshops,
as preferred



Structured templates,
blueprints & exercises



Group workshops, individual
coaching & business support



Panajota Angjeli

- Self-employed business coach, Leipzig
- Startup coach @ HHL & HTWK, Leipzig
- E-commerce project manager @ Essity, Munich
- B2B sales manager @ Marriott, Munich
- M.Sc. Management & Technology, TU Munich



- Career orientation
- Start-up consulting
- Resilience in entrepreneurship & career



Dr. Maximilian Reich

- Management consultant & Senior manager @ CTcon, Munich
- Associate audit digitalization @ EY, Frankfurt
- PhD Mathematics, TU Freiberg
- M.Sc. Applied Mathematics, TU Freiberg & Linnaeus University Sweden



- Problem solution & decision-making
- Business modelling & financial planning
- Business consulting

Your Trainers



Build with passion. Earn with purpose.

Start your journey now!

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