

February 2022 Program

For the moment, all training is planned in-person (not digital). In case of any changes, all participants will be notified in advance.

DATE & HOUR		SUBJECT	OBJECTIVES
10-02-2022	18h - 21h	Kick-Off Event	Come meet the StartLAB.BRUSSELS Team, pitch your project and meet the entrepreneurs with whom you are starting the adventure!
12-02-2022	14h - 16h	Self check - Workshop	Identify your strengths and your desires according to the values you want to carry with your project.
14-02-2022	18h - 21h	Customer discovery - Workshop	Define the problem you want to solve.
21-02-2022	18h - 21h	Market discovery - Workshop	Determine the potential of your market.
7-03-2022	17h - 21h	Challenge #1 : Interviews problem	Pitch your progress and collect feedback in front of a jury.
13-03-2022	14h - 18h	Desirability of the solution - Workshop	Create the first versions of your solution and test the reactions of your customers.
28/03/2022 or 30/03/2022	Choice of time slot between: 28/03: 6.30 p.m. and 8.30 p.m or 30/03: 6 p.m. and 8 p.m.	Challenge #2 : Interviews solution	Pitch your progress and collect feedback in front of a jury.
31-03-2022	18h - 21h	Customer acquisition strategy - Workshop	Find out how to test and validate market interest through different acquisition channels.
18-04-2022	17h - 21h	Challenge #3 : Customer Acquisition Strategy	Pitch your progress and collect feedback in front of a jury.
25-04-2022	18h - 21h	Value based pricing & how to test your price - Workshop	After testing your first solution, let's take note of the viability of your project.
27-04-2022	18h - 20h	Financial viability - Workshop	Discover pricing techniques in order to sell your product / service at its fair value.
2-05-2022	18h - 21h	P & L Carton de bière - Workshop	Evaluate the profitability of your project by analyzing the cost structure and identifying the different sources of income.
9-05-2022	17h - 21h	Challenge #4 : Financial Plan	20 min interview to consolidate your first financial plan.
19-05-2022	18h - 21h	Final Pitch	Present your project to a panel of entrepreneurs and experts and collect feedback.