

A woman with long dark hair, wearing a light blue sleeveless top and purple pants, stands on the left side of the frame, gesturing with her hands as if presenting. She is facing a group of people seated in a semi-circle. The audience consists of approximately 20 young adults, mostly men and women, dressed in casual to business-casual attire. They are seated on a mix of blue and red plastic chairs. The setting is a modern office or co-working space with large potted plants in the background and a wooden floor. The overall atmosphere is professional yet relaxed.

imec istart

Info brochure

HOW CAN THE IMEC.ISTART PRE-ACCELERATOR PROGRAM SUPPORT YOU?

INTRODUCTION

As a [world leading technology accelerator](#), imec.istart has supported [300+ tech startups](#) by investing in them and helping them bring their products to market during our flagship 12–18-month program.

However, we understand that [getting started is often easier said than done](#).

That's why we're excited to expand our support by launching a brand-new [12-week pre-accelerator program](#), so we can help [more](#) (potential) entrepreneurs and innovators launch a successful business, [earlier](#).

That's right, this means that imec.istart can now support ambitious founders [throughout the entire startup journey](#).

THE PURPOSE OF THE PRE-ACCELERATOR PROGRAM

The imec.istart pre-accelerator program helps early-stage HealthTech founders **validate their most critical assumptions** about their (potential) startup.

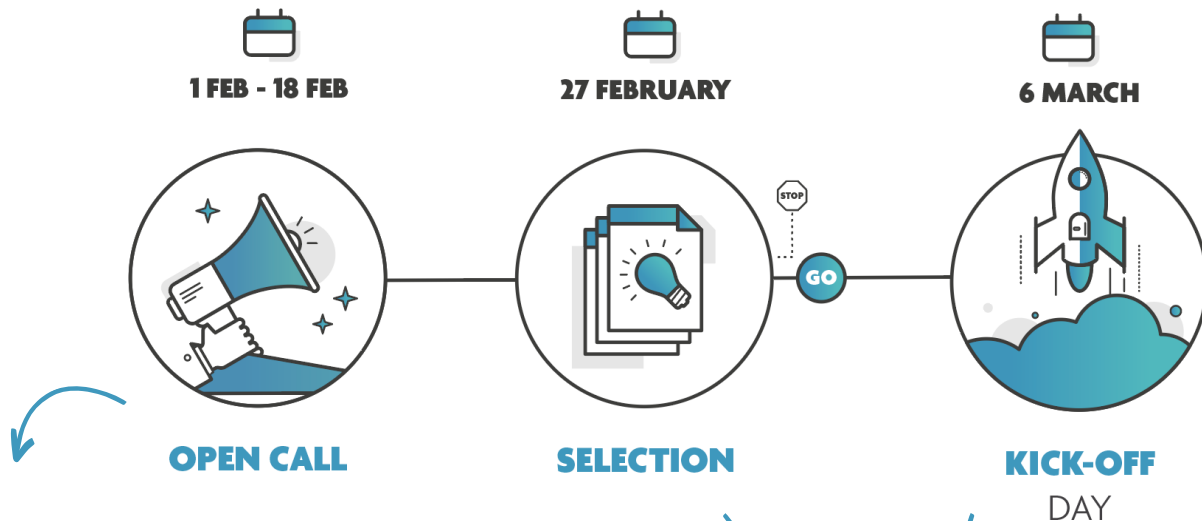
The **goal of the program** is to help you position yourself within the broader landscape, guide you towards decisions that increase the probability of success, and prepare you for your next steps, whether that's an imec.istart investment or not.



The 12-week program includes:

- 6 expert-led workshops (mainly in-person), incl. individual follow-up deep-dives
- Access to an extensive content library with industry-specific videos and other resources
- 1 in-person community event, to which we invite the entire imec.istart health portfolio
- 1 online speeddating event with the broader HealthTech ecosystem
- Access to our additional expert pool for 1-on-1 feedback
- Regular individual check-in's
- 1 in-person "Demo Day" to wrap up the program

SELECTION PROCESS FOR THE UPCOMING EDITION



Apply via imec.istart [Innovatrix platform](#)

- Executive SUMMARY
- Pitch deck
- Demo video (i.e. product/prototype/mock-ups)

Review week

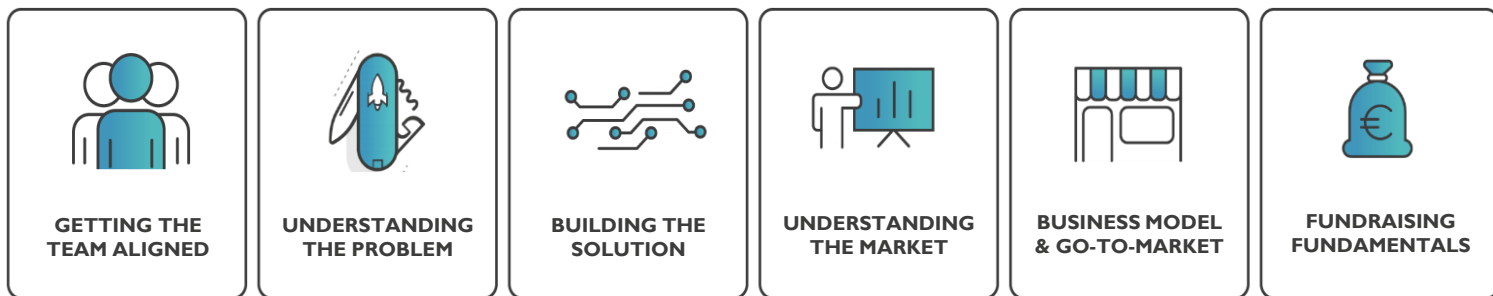
- Each application is evaluated by 3 reviewers
- Scoring based on scope, phase, team, problem, market and (pot.) link with Belgium.

Kick-off Day @ dunden, Antwerp

- Cohort of 5 – 10 startups
- Mix of workshops, video content, networking events & 1-on-1 coaching

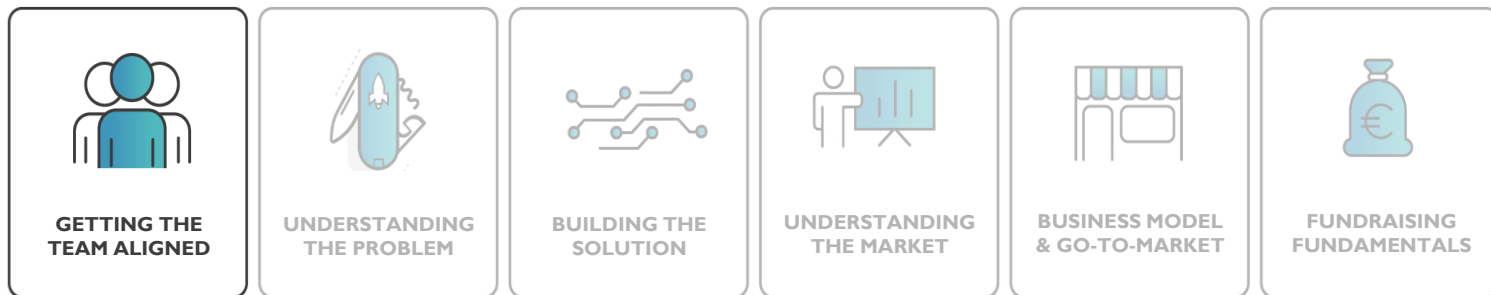
WHAT YOU'LL LEARN (1/7)

Throughout the course of the 12-week program, we'll dive into the following **key topics** that will inherently be part of your early-stage startup journey.



We're using our **battle-tested support structure**, consisting of several in-person (or online) sessions, individual deep-dives with our experts, 1-on-1 coaching, as well as an extensive content library with additional (industry-specific) resources.

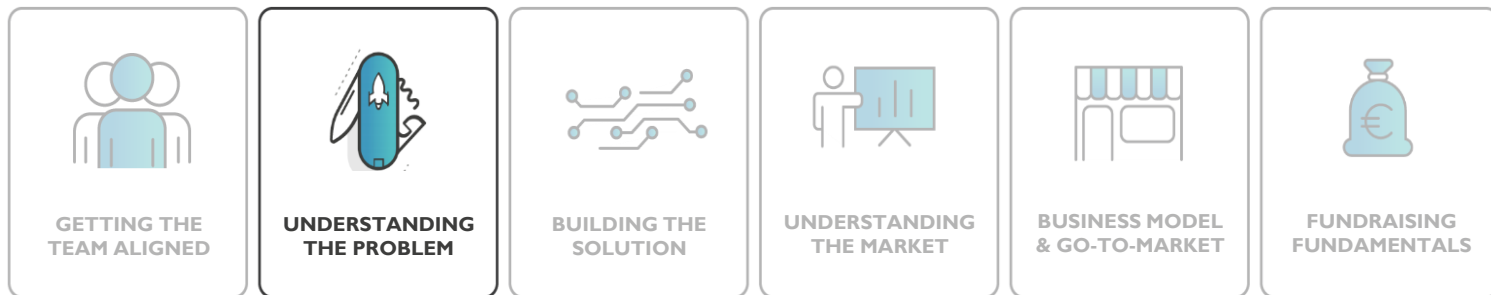
WHAT YOU'LL LEARN (2/7)



As cliché as it sounds, **startup success is all about the team and its execution**. That's exactly why we're putting this topic at the top of the agenda, as it's crucial to set the foundation for a resilient, collaborative and high-performing team.

During the kick-off day, we'll dive into some fundamentals about startup **team dynamics**, help you better understand why you're embarking on this journey, and provide you with some insight, strategies and *do's & don'ts* of **co-founder relationships**.

WHAT YOU'LL LEARN (3/7)

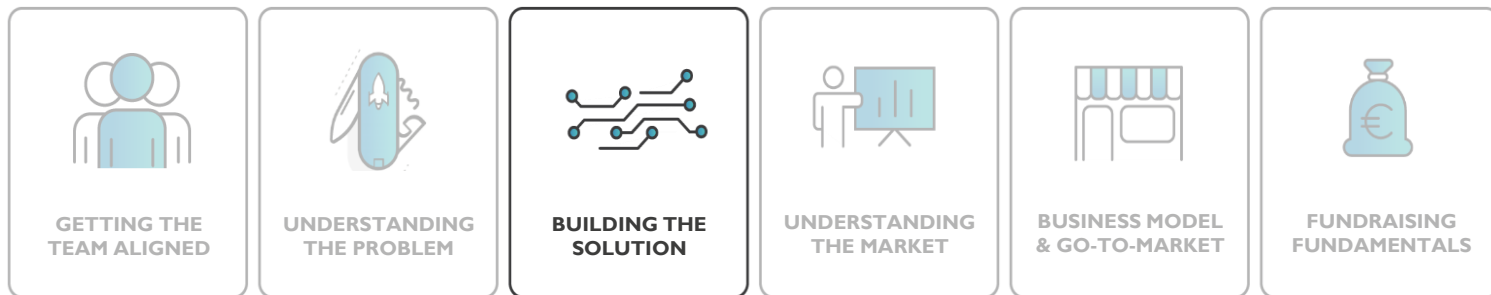


Are you actually trying to solve a problem? One that's actually worth solving?



With the help of our partner U-sentric, we'll introduce you to **user-centered design principles** to give you the tools to deeply understand the problem your (potential) customers are facing. From turning your vision into the right **assumptions** and running effective stakeholder **interviews**, to constructing the right **experiments** and building a system to gather relevant **feedback**.

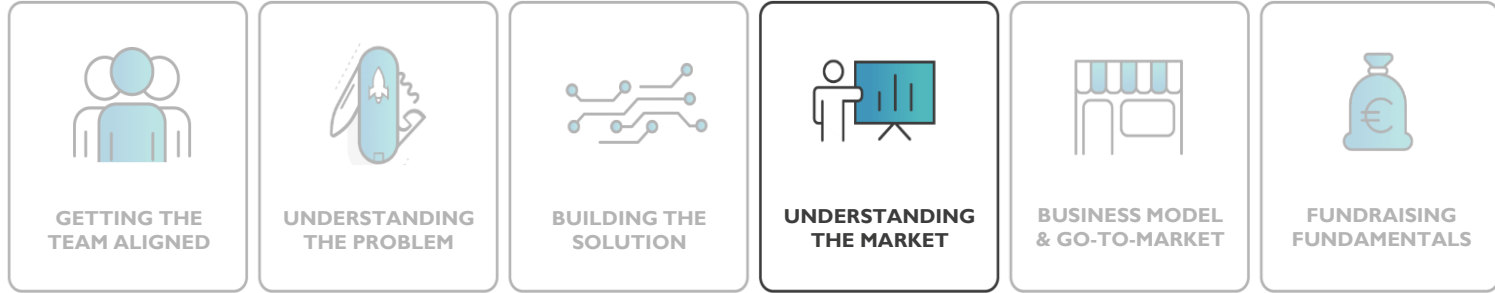
WHAT YOU'LL LEARN (4/7)



The process of conceptualizing, developing, and bringing your product to the market is no easy feat, so ask yourself this: **how can you build the most rudimentary version of your product to test whether it actually solves (part of) the problem?**

With the help of our partners [dashdot](#) and [Comate](#), we'll dive into the world of early **software/hardware product development** and **MVP-building**. We'll help you translate your value proposition into a **product vision** and understand what's ahead of you in terms of building the initial version(s) of your product.

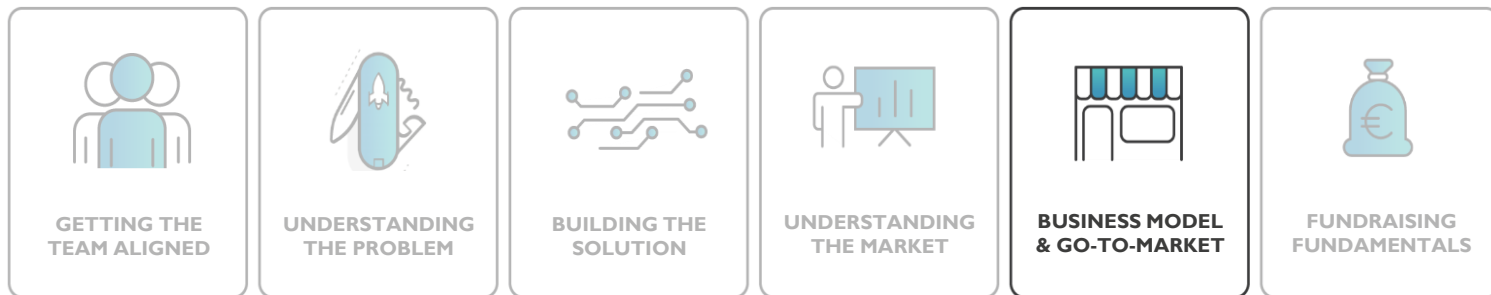
WHAT YOU'LL LEARN (5/7)



Customers, users, influencers, competitors, intermediaries,... There are plenty of **stakeholders** to consider **across the entire value chain**, all with their own incentives, problems and needs.

Throughout the program, our own in-house built **Innovatrix board** will serve as a **dynamic framework** to lay out all facets of your startup, and our team will challenge you to map out the different customer segments, their respective needs, current practices, barriers, to adoption, and much more.

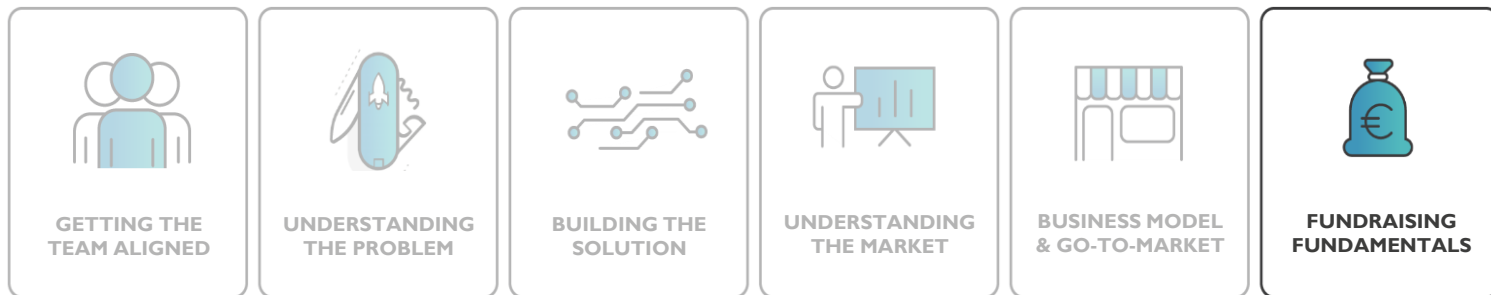
WHAT YOU'LL LEARN (6/7)



A business model is all about the **balance between value creation, delivery, consumption and capture**. Because in the end it's pretty simple: no business model, no business..

We'll shed light on different **business model dynamics** and its associated metrics. And with the help of our partners Deloitte and Ooho, you'll learn the ins and outs of bringing your product to the market via an effective **go-to-market strategy**, while considering best practices around **contracting** and the **regulatory frameworks**.

WHAT YOU'LL LEARN (7/7)



After laying the groundwork for your team, product, business model and go-to-market strategy, you'll need the necessary resources to accelerate your journey. That's why we'll tackle some of the most important **fundraising fundamentals**.

With the help of our partner messagelab, you'll learn how to **craft a compelling story** to convince the right stakeholders at the right time. Additionally, our team will provide insights into **the different types of funding mechanisms**, while touching on the legal intricacies of the **fundraising process** and the **legal stuff** that you can't ignore.

KEY PROGRAM DATES FOR THE UPCOMING EDITION

If you intend to apply, please already block the following key workshop and event dates in your calendar:

- **March 6th** Kick-off Day (full day)
- **March 13th** Workshop User-centered Design (full day)
- **March 26th** Workshop intro to software and/or hardware product development (full day)
- **March 27th** Online HealthTech speeddating event (evening)
- **April 16th** Workshop customer segmentation + HealthTech community event (afternoon + evening)
- **April 30th** Workshop business model dynamics (morning)
- **May 7th** Workshop pitching (online, afternoon)
- **May 23rd** Demo Day (evening)

Apart from all these dates, you're free to schedule the individual coaching sessions with our experts or consult our content library at your own convenience.

WHO WILL BE HELPING YOU

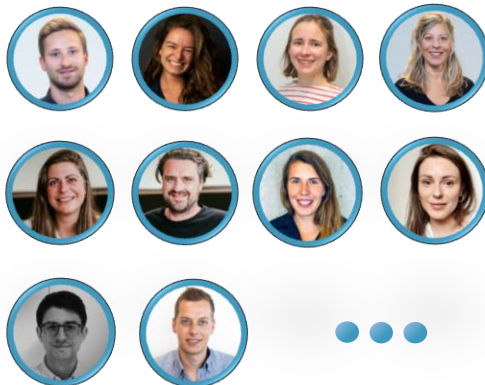
WORKSHOP PARTNERS



CONTENT PARTNERS



IMEC.ISTART COACHES



REGIONAL PARTNERS



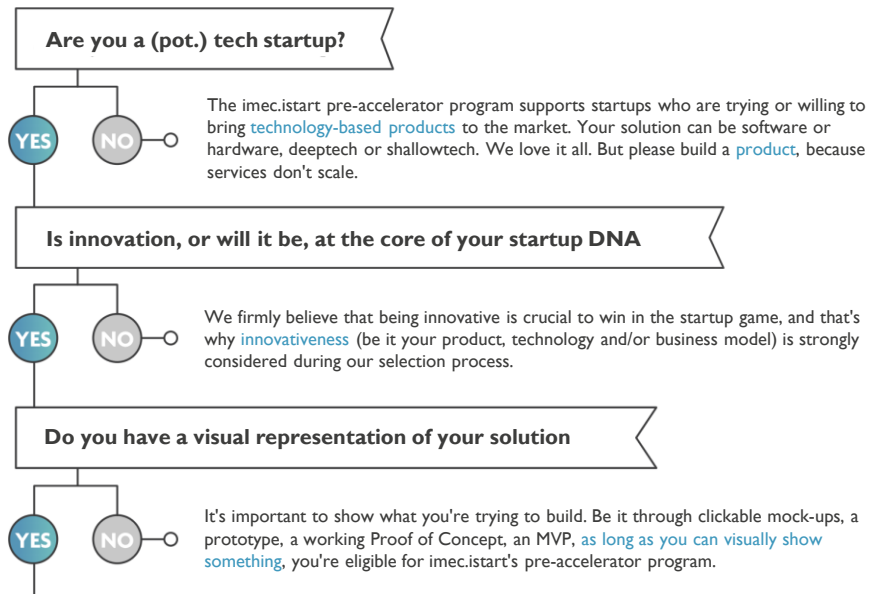
EXPERT POOL



BROAD ECOSYSTEM

*Plenty of other partners, to connect you with,
be it industry, hospitals, insurers or others.*

WHO IS THE PRE-ACCELERATOR PROGRAM FOR?



HOORAY!
YOU ARE PRE-ACCELERATION READY!

WHAT'S EXPECTED IF YOU WANT TO APPLY?

If you want to apply for the iemc.istart pre-accelerator program, these are the **required documents** to submit:

- ✓ Executive SUMMARY (*template**)
- ✓ PITCH DECK (*no template*)
- ✓ VIDEO of your prototype / product / PoC
- ✓ LOGO of your (future) company



**You'll be able to download the executive summary template on our application platform, when you're filling in your application.*

WHAT'S EXPECTED FROM YOU?

- From experience, we know that it's extremely valuable to not only learn from the experts, but also from each other. Therefore, we expect **active participation** from each cohort participant we select in the program. The live session will alternately be hosted in Ghent and Antwerp, with potentially an additional activity in the Limburg region.
- The program, which includes all the expertise, coaching, (informal) events, and much more, **only costs 500 EUR per startup/team**. No strings attached. This means that we take no equity or any other financial involvement in your (future) startup as part of your participation in our pre-acceleration program.
- The program will be organized in **English**, which includes all the templates, materials, slides, videos, etc. Of course, you're free to engage with each other and/or experts in other languages if applicable.

A FLAVOUR FROM OUR PREVIOUS COHORT



INTERESTED?



We're ready to help you get started! Go ahead and [register your interest via this form](#) and we'll keep you posted when we start accepting applications via our Innovatrix platform (Feb. 1st)!

Innovatrix

imec.istart Pre-Accelerat...

- 1 Introduction
- 2 Company Information
- 3 Project Information
- 4 Team Members
- 5 Project Documents
- 6 One Last Step
- 7 Thanks and What's Next?
- ✓ Submit Application

Introduction

Happy to see you are about to apply for the brand new imec.istart pre-acceleration program!

We will ask you to provide us with **the key information about your project** by running through **a couple of steps**. This will allow the jury to assess your application thoroughly and should smoothen the onboarding process in case you are selected for our pre-acceleration program.

Please be aware that we will only review projects with a complete - and consequently **eligible** - application, so make sure to fill in **all required fields** and **upload the requested documents**. Thanks also for answering all questions and composing all documents in **English**. Submitting an application also means giving **consent** in the last step we will ask you to accept our terms & conditions.

In case of any issues during the application process, do contact us via istart@imec.be.

Enough said... Now it's up to you: feel free to blow us away with a great innovation!

BACK TO OVERVIEW

Next

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QUESTIONS?



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