

# PRE - INCUBATION PROGRAM

by BIRD Incubator

Pre-incubation is a five-week, in-person, educational program intended for teams with business ideas. It will cover topics such as ideation, commercialization potential, product-market fit, and other big terms that you have yet to learn. With the help of mentors, you will turn your initial idea into a potential business. No previous experience is required for the program. Therefore, make sure to apply and take your first steps in the world of entrepreneurship with us!

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## DETAILED AGENDA

### WEEK 1: IDEATION

**Kick-off meeting - starting at 18:00  
06.05.2024.**

At the kick-off event, you will have the opportunity to meet fellow entrepreneurs and get an overview of the whole pre-incubation program. It will be an evening filled with ice-breaking challenges. After the formal part of the kick-off is over, everyone is invited to stay for snacks and drinks in order to get to know each other even better.



**Gordana Kastrapeli**

*Leadership Consultant*

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**Ideation workshop - starting at 18:00  
09.05.2024.**

In our first session, we will establish the groundwork, followed by a creative ideation session where we will implement brainstorming techniques and visualize ideas, all aimed at clarifying and effectively communicating team potential business concepts.



**Dora Zane**

*Business Development  
Expert*

## WEEK 2: PROBLEM SOLUTION FIT

### Identifying & Analyzing Potential Customers - starting at 18:00 14.05.2024.

As we all know, an idea is just an idea until someone wants to use it. Let's explore how to turn your ideas into actionable insights through effective user research. This workshop will give you essential knowledge on conducting research with your customers and defining your target customer group.



**Ema Gerovac**

*Customer Expert*

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### Homework Assignment

Conducting 3-5 user interviews with analysis and synthesis of the end results



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### Problem Solution Fit & Value Proposition Design - starting at 10:00 18.05.2024.

Once you've grasped who your customers are, you'll apply that knowledge to refine your idea, identifying the key features that make your idea stand out. You will also determine your customers' pain points so that you can provide them with a matching solution. In the startup language, you will find your product-market fit.



**Ema Gerovac**

*Customer Expert*

## WEEK 3: GROWTH HACKING & MENTORING

### Growth Hacking - starting at 18:00 27.05.2024.

In this session, we will become familiar with data-driven methods to determine whether a startup team has an early-stage product-market fit and the ability to scale up. Teams will get familiarized with various online tools to validate their concepts inexpensively, as well as with the concept of the "Pirate Metric Funnel."



**Dora Zane**

*Business Development  
Expert*

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### Mentoring Session - starting at 10:00 29.05.2024.

Ever been on speed dating? Well, here is your chance. Sorta. In the mentoring session, you will have the chance to meet mentors 1:1 from fields such as business development, marketing, legal affairs, finance, etc., and get their advice for your business idea. That will be a great opportunity to gain new connections and determine the areas of your business that still need to be worked on.



## WEEK 4: PITCHING & BUSINESS PLAN

### **Pitching Workshop - starting at 18:00** **03.06.2024.**

The session will include tips on competing in pitch competitions as well as what investors want to see in one-on-one pitch meetings. This is your chance to learn how to present your startup idea in the best possible light.



**Scott Coleman**

*Pitching Expert*

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### **Business Plan - starting at 18:00** **06.06.2024.**

Discover how to create a winning business plan that entices investors. Learn the essential elements, as well as not-so-essential ones, needed to make sure that your pitch hooks both the jury and the audience, boosting your chances of securing crucial funding for your business.



**Bojan Vrančić**

*Financial Consultant*

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### **Pitch rehearsal - starting at 10:00** **08.06.2024.**

After the Pitching & Business Planning Workshop, you will have a few days to craft and learn to present your pitch deck. Then comes the pitch rehearsal during which you will show us what you came up with, and our mentors will provide you with feedback on how to make your presentation even better. You can think of it as the dress rehearsal before the big play!

## WEEK 5: DEMO WEEK

**Demo Day - starting at 18:00**  
**11.06.2024.**

After the dress rehearsal, comes the day of the play! Or in our case, after the pitch rehearsal comes the Demo Day. During the Demo Day, you will have the opportunity to pitch your startup in front of startup stakeholders, and the best teams will get the chance to continue their startup journey in our incubation program. Demo Day also represents the official end of the pre-incubation program.

### DEMO DAY JURY



**Dražen Oreščanin**  
*BIRD Incubator Co-founder*



**Dora Zane**  
*Business Development Expert*



**Adrian Ježina**  
*CEO Telemach Croatia*



**Mislav Galler**  
*CCO Telemach Croatia*

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**Closing Party - starting at 21:00**  
**11.06.2024.**

Following the official end of the Demo Day, we will have one final event - the closing party. That will be your opportunity to celebrate the progress you made throughout the program and share your big plans for the future with your startup colleagues, mentors, and other stakeholders in a friendly atmosphere.



[\*\*CLICK HERE TO APPLY\*\*](#)