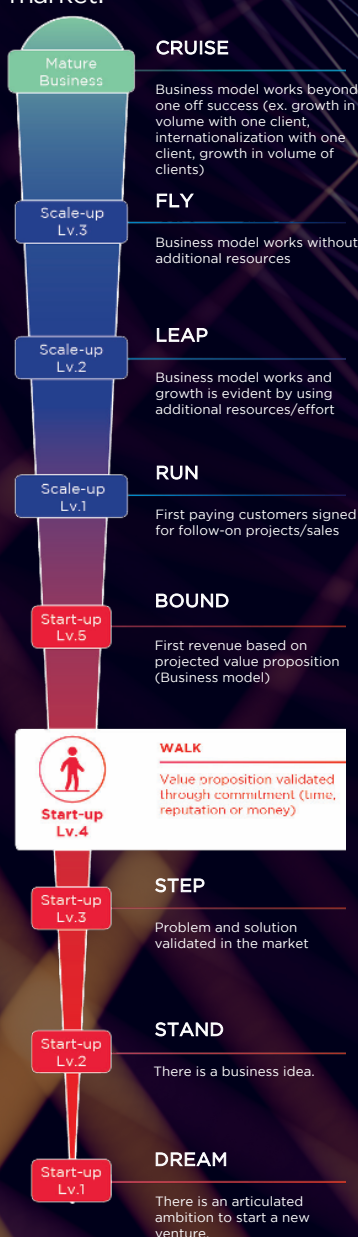


# VENTURE BUILDING PROGRAM

Our deep-tech venture building program is a nine-month program spread over three phases. The duration of each phase is three months to improve the startup maturity level.

First, advanced technologies are sourced from research institutions. Then, we organize a FasTrackathon where we ask community members to brainstorm potential propositions to which the technologies can be applied. After rating the opportunities, teams are formed around unique propositions. Entrepreneurs, supporting team members, mentors and industry advisors work together to create ventures to take the tech to market.



## Phase 1

**During Phase 1, we aim to formalize a committed, cohesive team and pinpoint a problem where the team's solution is of great value to establish a solid business proposition.**

## Phase 2

**During this phase, the team executes the product development plan and continues to build customers and partner relations. The startup needs to have minimum of three LOIs by the end of the phase.**

## Phase 3

**The main goals for Phase 3 are to secure investment, strike commercial deals and establish supply chain.**

A set of deliverables is used to guide the progress of the teams. The progress of the teams is tracked using the venture journey tool. We use eight KPI areas: business model, market, technology, product, supply chain, finance, sustainability and team, to measure each team's maturity level. A report is generated after each phase to show the progress of the team.

**OUR AIM IS TO  
BUILD  
FAST-GROWING  
DEEP-TECH  
COMPANIES**

### TOP PROGRAM

Our comprehensive nine-month venture building program includes workshops, expert sessions and deliverables ... all the building blocks needed to position deep-tech ventures as fast-growing businesses as they complete the program.

### TOP TALENT

The Corporate Talent Program places corporates on deep-tech venture teams, where they are involved from day one in the startup world as they progress through the nine-month program.

### TOP TECH

We source advanced technologies from world-renowned research institutions such as European Space Agency, CERN, TNO and Philips.

### TOP COMMUNITY

HighTechXL is powered by the Eindhoven Startup Alliance. We mobilize the region's unique business and tech industry leaders to support our deep-tech ventures in becoming viable businesses.