



**ORANGE
CORNERS**

AN INITIATIVE OF THE KINGDOM OF THE NETHERLANDS

X FORWARD-INC

ALUMNI ACCELERATOR

MARCH - OCTOBER, 2023

SNAPSHOT

- **PROGRAMME VISION,**
- **OBJECTIVES & KEY RESULTS**
- **EXPECTATIONS**
- **CRITERIA**
- **CURRICULUM**
- **ALUMNI INSPIRATION**
- **CONTRACT**
- **FREQUENTLY ASKED QUESTIONS (FAQ)**

VISION
OBJECTIVES
KEY RESULTS

VISION

Businesses generating sustainable revenue with the goals for robust growth plans, defined strategy for scalability and a clear investor proposition.

OBJECTIVES

- **Develop & implement a scalability strategy;**
- **Further build on European and international networks;**
- **Be confident and ready to present a strong investor pitch;**
- **Clear investor proposition.**

KEY RESULTS

- **Completion of course (attendance at minimum 80%)**
- **Scalability strategy completed;**
- **Investor pitch;**
- **1 x pitching event**
- **Minimum 3 expert and/or mentor meetings**
- **Self confidence, presentation skills and belief of business readiness!**

EXPECTATIONS



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**PROGRAMME
LENGTH**

**24
WEEKS**



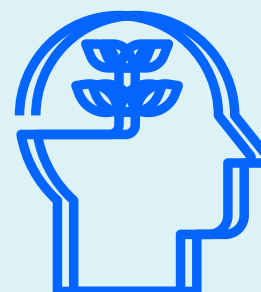
**COMITTMENT
HOURS**

**2
HRS P/W**



**CAPACITY
PER COHORT**

**15
BUSINESSES**



**WAYS TO
LEARN**

ONLINE



**1-ON-1
SUPPORT**

**FACILITATORS
& MENTORS**

CRITERIA

CRITERIA

- 📍 You have successfully finished an Orange Corners Incubation programme.
- 📍 You have an advanced level of English (B1/B2/C1).
- 📍 Your startup is legally registered in the country of operation.
- 📍 You are compliant with local regulations (paying taxes & contributions to social security).
- 📍 You have time to follow the programme online for 2 hours per week on average and be present for online (Zoom) events.
- 📍 You are ready to scale your startup to the next level!

CURRICULUM

EXAMPLE - SPRING 2023 STILL BEING FINALISED

CURRICULUM

Corporate sales

Understand & develop on sales and relationship management:

- Workshop: corporate sales
- Workshop: confidence speaking

Desired outcome:
Strategic planning for scaling sales and products
Obtaining new and larger customers
Strong communication

Financial modelling & scalability

Understanding financials & develop & implement scaling strategy:

- Workshop: financial modelling
- Workshop: scalability

Desired outcome:
Strategic planning for scaling sales and products
Speaking to traction
Interpretation and analysis

Investment

Pitch ready for future investments:

- Workshop: investor landscape
- Workshop: investor readiness
- Workshop: confidence speaking

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Desired outcome:
Knowledge of international investment landscape & where to find investors
Prepared to pitch to investors

Network

Build international network:

- Mentor matchmaking
- Mentorship
- Workshop: Confidence speaking

Desired outcome:
Be confident and ready to present your business
Stronger international network & contacts

ALUMNI INSPIRATION



NAME: ROUA ALHALABI

ORIGIN: SYRIA

RESIDENCE: AMSTERDAM, NL

EDUCATION / EXPERIENCE: BFA - GRAPHIC DESIGN

STARTUP: ROUA ATELIER

SECTOR: CONSUMER GOODS / EDUCATION

PROGRAM PARTICIPATION:

FI FA



STARTUP PROFILE:

Roua Atelier is a sustainable natural dye company that develops recipes and hand-made techniques enabling fashion and design manufacturers to include eco-friendly materials in their products. Roua Atelier educates through workshops and collaborations.

ACCOMPLISHED THUS FAR:

- Over € 50k in total revenues, over 6K in February 2022 alone
- Successful collaborations with the Stedelijk Museum, Textile Museum and New Optimist
- Hosted 60+ workshops
- Developed and sold 3 dye recipes to different customers

SHORT-TERM GOAL(S):

- Increase brand awareness
- Increase collaborations with apparel brands
- Sell more recipes to textile manufactures

PENDING QUESTIONS / CHALLENGES:

- Reaching a level where she develops original pigments, grown and created locally in the Netherlands



NAME: ALY BUYDOON

ORIGIN: LEBANON

RESIDENCE: AMSTERDAM, NL

EDUCATION / EXPERIENCE: MSc - ENTREPRENEURSHIP

STARTUP: HELPDOSE

SECTOR: SERVICE SOFTWARE

PROGRAM PARTICIPATION:

FA



STARTUP PROFILE:

Helpdose empowers Health and Wellness professionals by allowing them to manage their schedules, clients' data, and finances, in addition to giving them a 360° digital presence through website management and marketing services.

ACCOMPLISHED THUS FAR:

- 130+ customers
- Raised a €27,000 investment
- Completed "proof of concept phase"

SHORT-TERM GOAL(S):

- Raise capital and build a solid growth / expansion strategy

PENDING QUESTIONS / CHALLENGES:

- Connect with digital sales / marketing, branding, business development, and tech product experts

FAQ

How well does my English need to be to complete the programme?

- **The Alumni Accelerator Programme is an inclusive programme. Applicants can be selected if they are not at an advanced level of English, however, participants need to be prepared that the programme will be delivered and discussions will be in English.**

What will the programme look like?

- **The Alumni Accelerator Programme's key topics are outlined in the curriculum.**

What are the criteria for selection?

- **The Alumni Accelerator Programme's criteria are the flyer.**

How many entrepreneurs from one country can participate?

- **The Alumni Accelerator Programme is an inclusive program, we will accept the final participants based on the applications that meet the set criteria**

How will participants benefit from the programme? What do participants get out of it?

- **The Alumni Accelerator Programme has the vision to help businesses in generating sustainable revenue with the goals of robust growth plans, a defined strategy for scalability and a clear investor proposition. This vision will be attained by the participants achieving the objectives and key results of the programme.**

Can applicants have access to the Forward-Inc pitch deck template?

- **Yes! This is a link to a pitch deck template, please make a copy of this template and utilise it for applications.**

Is there any financial support in the programme?

- **Unfortunately, no. However, participants will gain more of an understanding of the international investment landscape and investor readiness.**

Can co-founders and team members join the sessions?

- **Co-founders are welcome to join all elements of the Alumni Accelerator Programme. If the founders cannot attend any element of the programme then team members are welcome to attend in their place. However, the programme is specifically for founders.**



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DO YOU HAVE WHAT IT TAKES TO TAKE YOUR STARTUP TO THE NEXT LEVEL?

Startups will have an opportunity to work on investor readiness, expand their international network, connect to investors, and will receive mentorship in a tailored programme based on their needs.

CRITERIA

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- You are ready to scale your startup to the next level!

APPLY NOW
DEADLINE: 14 FEBRUARY



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THANK YOU!

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