

# PREINCUBATION PROGRAM

by BIRD Incubator

DO YOU THINK  
YOU HAVE WHAT  
IT TAKES?



# INTRODUCTION

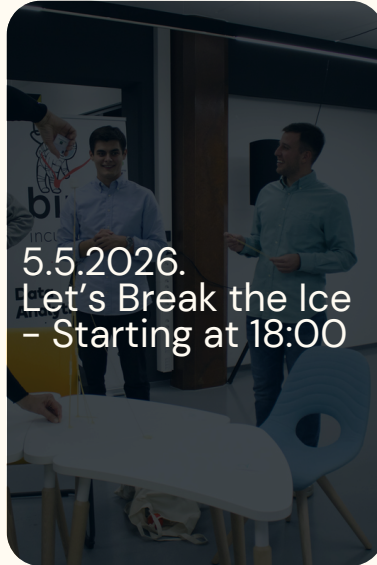
Our Pre-Incubation Program is a free, seven-week, in-person, educational program intended for teams with business ideas. It will cover topics such as ideation, commercialization potential, product-market fit, and other big terms you have yet to learn.

By the end of the program, you'll be equipped to take your startup to the next level!



# WEEK ONE

## Agenda



At the kick-off event, you will have the opportunity to meet fellow upcoming entrepreneurs and get an overview of the whole pre-incubation program. It will be an evening filled with icebreaking challenges, so get ready to polish one of the most important entrepreneurial skills - networking!



In our first workshop, 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 business concepts.

# WEEK TWO

## Agenda



12.5.2026  
Branding  
Workshop –  
Starting at 18:00

This workshop will help you develop the essential elements of your startup's brand identity, even at the earliest stages. You'll learn how to communicate your unique value proposition effectively, create a consistent tone of voice, and develop cost-effective branding assets.



14.5.2026.  
Mentor Speed-  
Dating – Starting  
at 18:00

In the mentoring session, you will have the chance to meet mentors 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 3

## Agenda



Anja Jagodić



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. Once you've confirmed who your customers are and the research is done, an analysis of your customer interviews will be done to better understand everything.



Scott Coleman



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.

# WEEK FOUR

## Agenda



A casual conversation with a startup founder about the highs and lows of lifting your idea off the ground and venturing into the startup space is just the thing you need.



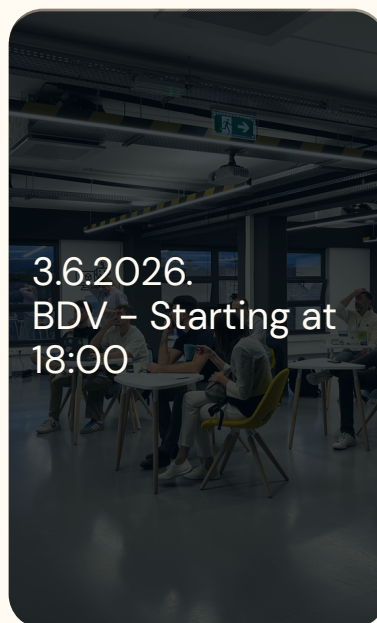
Once you've crafted your pitch deck and started to rehearse it, in comes the pitch rehearsal. You will show us what you came up with, and our mentors will provide you with feedback on how to make your pitch even better.

# WEEK FIVE

## Agenda



A successful startup begins with a strong foundation. The Lean Canvas is a simple yet powerful tool to map out your business model on a single page. This workshop will guide you through the process of identifying key elements of your startup, such as customer segments, value propositions, and revenue streams.



Listen, we know legal stuff can sound boring. Trust us, while you will learn essential legal considerations, there will also be a lot of exciting information – how to open your company, how to actually arrange relations between the people working in your startup as well as how you can provide benefits to the people you're working with!

# WEEK SIX

## Agenda



9.6.2026.  
Pitch Rehearsal #2  
– Starting at 18:00

So, you got the feedback from the mentors after the first rehearsal. While listening to the workshops and working on your idea, you've also been going at it with the pitch presentation. As the big day is approaching, this rehearsal will serve as one final test with the mentors. Pitch your idea, get feedback, work on it a little more, and be ready for the grand finale!



11.6.2026.  
Investment  
Workshop –  
Starting at 18:00

Curious what gets a VC's attention? This session covers what investors really want to see, how to tell your story, and how to make your startup stand out for the right reasons. Learn what to highlight, how to prep, and how to boost your odds of getting in the room.

# WEEK SEVEN

Agenda



Surprise Founder



16.6.2026.  
Startup Stories  
#2 - Starting at  
18:00

The gist is the same. Another casual conversation with a startup founder about the highs and lows of lifting your idea off the ground and venturing into the startup space is just the thing you need.



18.6.2026.  
Demo Day - Starting at  
18:00

During the Demo Day, you will have the opportunity to pitch your startup in front of our mentors, VC representatives, and other startup stakeholders interested in your ideas. Demo Day also represents the official end of the pre-incubation program.

DO YOU DARE TO  
TAKE THE NEXT  
STEP?

