

**THE KICKSTART
INTRAPRENEURSHIP PROGRAM:**

- Accelerates internal innovation
- Increases entrepreneurial capabilities
- Provides unrivaled collaboration opportunities and networking
- Provides development opportunity for your top talents
- Demonstrates the innovation capacity of an organisation

**PARTNER ENGAGEMENT
SO FAR:**



An intrapreneur is an **inside-a-company entrepreneur**, who uses entrepreneurial skills and mindset. He/she works on a new initiative for their company which entails setting up a new distinct business or breakthrough innovation. Examples of intrapreneurship innovations are: Post-it sticky notes (3M), Gmail (Google), Sony Playstation (Sony) and Like (Facebook).

Kickstart leads participating intrapreneurship **teams to success** through a structured program and provides **access to a vast ecosystem** of entrepreneurs, experts and potential partners.

The program **covers** topics across **the full lifecycle of ventures**, i.e. idea validation, innovation frameworks, business modeling, product/market fit, scaling and more. **Participation is possible in** one of the following **three tracks**: "Early Stage" (validation of early ideas and prototypes), "Later Stage" (existing product or service with the focus on scaling) or "Multi-Track" (a team built by two or more Kickstart partners for a joint project).

Intrapreneurs work alongside the other Kickstart **startups** coming from around the world. **The program**, together with the entrepreneurial environment, **accelerates and de-risks the development process significantly**.

TIMELINE

*Application for teams
closes on June 16th*

*10 weeks program from
August 31st to November 5th*

*Program closing and result
presentation on November 5th*

