

# The student Accelerator Level 2

Do you have an idea you want to develop further? Then you've come to the right place!!

## Why should you join our Accelerator?

First of all, welcome to Insj! Have you been thinking about your idea for quite some time now or are you curious about what the startup-world is all about? Maybe you have started to speak up about your idea, sharing your thoughts with family members and close friends? Have you been seeing a gap in the market and wondering why nobody has filled it yet? The Accelerator program is there for you to start developing your idea from a business point-of-view. We will help you discover the 'problem' you are trying to solve and what your customer really wants and needs. In other words:

*"The main goal of the program? It is to show the students that they need no prior knowledge, we just want them to enjoy entrepreneurship as much as we do, and show them that everyone can be a student startup or become their own CEO, no matter what study background!"*

### **Our Accelerator program is divided into two levels - level 1 & level 2.**

**Level 1** is meant to be an introduction to entrepreneurship and the startup scene. This inspirational online program is for the students without their own idea or with barely an idea. The goal of the program is to get these students to develop an 'one-sentence on paper idea'.

In this program you get the chance to explore and get an insight into what student entrepreneurship is all about. The Program is a 4-week course, with a hint of hands-on work to get an understanding of why these steps are important for a startup and how to work in the early development of an idea. The program will this year be taught in Norwegian. You don't have to speak Norwegian fluently to participate but you need to understand it to be able to follow along.

**Level 2** is our original program, for students with a **defined idea** that want to explore entrepreneurship and find the right problem-solution. The main goal of this program is getting your idea more developed and eventually customer-ready. This means that we will be focusing on getting the right idea-market-fit. Insj provides you with the tools as well as the resources and support you need to start your own business.

*The workshops are classroom-based usually at our office at Oslo Science Park. Due to the COVID-19 outbreak we will have digital workshops if needed. Insj and the Accelerator team follow the national guidelines regarding COVID-19 closely, and adapt quickly with a startup mindset. We work hard to provide you with the best program possible regardless if we meet physical or digitally. If you have any more questions or concerns please contact us.*

## The application process - Level 2

Both programs are open to any current student, regardless of what field you are studying or how many semesters you have left. We are looking for students with a high level of motivation to get their ideas off the ground or helping other students with their ideas. This means that we are not expecting you to have tons of knowledge, but you need to be passionate about innovation and entrepreneurship.

For the level 2 program you will be considered if you can tell us clearly: What your idea is? Why do you want to be part of this amazing opportunity? Try to explain to us what you want to gain out of the program and what your motivation is.

The application process for level 2 consists of two rounds: the first selection will be done based on whether you fulfill the criteria set for this level and your motivation in the [application form](#). After the deadline on the **11th of February** you will be contacted for an interview over the phone. This interview will take approximately 20 minutes. We are not going to expect you to pitch your idea perfectly, but we need to know your level of seriousness to start digging into the black holes of your idea.

### What is the main goal?

What we often see is that students fear speaking up about their idea. This is because they think it might get stolen, frowned upon, 'it's too underdeveloped', etc. or they don't have their own idea and are afraid to explore the chances of joining an existing student startup. At this accelerator program we will help you share your idea and motivation for exploring entrepreneurship with fellow participants and mentors. We want to make sure you are creating a product/service that customers need and want! We ask that you are committed to making the most of the programme so that you can make your idea a reality?

### What can you expect from our program?

We will ask around four to five hours of time from you every week. However, not every part is mandatory, so it's up to you how much you want to invest! Below you can find a detailed explanation on our program. However, topics might change due to the availability of guest speakers.

### Our program will let you answer the following questions

Week 1: What is my problem? & Why do I want to fix it?

Week 2: What is design thinking and how do I tie the standards into a design thinking project?

Week 3: What is my business model?

Week 4: What is intrapreneurship?

Week 5: What does my customer want?

Week 6: How do I manage my startup' finances and what kind of legal resources do I need to get my idea started?

Week 7: How am I going to tell people about my idea?

Week 8: What are people thinking about my idea?

Week 9: Did I achieve my program-goals and where do I want to go next?

## Complete overview of batch VII - Level 2

<b>Week 1</b>		
Kick-off Tuesday	23.02	Welcome & introduction to program
Workshop Thursday	25.02	Problem validation and Mission & Vision
<b>Week 2</b>		
Coffee Monday	01.03	Get to know each other + How to network
Podcast Tuesday	02.03	Purpose driven innovation
Workshop Thursday	04.03	Design Thinking
<b>Week 3</b>		
Coffee Monday	08.03	Design Thinking/problem validation
Podcast Tuesday	09.03	Culture creation
Workshop Thursday	11.03	Business Model Canvas
<b>Week 4</b>		
Coffee Monday	15.03	My business Model Canvas
Readings Tuesday	16.03	The Sales Handbook
Workshop Thursday	18.03	Strategic innovation
<b>Week 5</b>		
Coffee Monday	22.03	Customer profiling
Readings Tuesday	23.03	SoMe/landing page 123
Workshop Thursday	25.03	Sales and marketing
<b>PÅSKEFERIE</b>		
<b>Friday 26.03</b>	<b>to</b>	<b>Monday 05.04 NO activities in this period</b>
<b>Week 6</b>		
Podcast Tuesday	06.04	Investment ready
Workshop Thursday	08.04	Legal & Financials
<b>Week 7</b>		
Coffee Monday	12.04	Q&A with the Legal clinic
Podcast Tuesday	13.04	Pitching content
Workshop Thursday	15.04	Pitching

<b>Week 8</b>		
Coffee Monday	19.04	Pitching practise
Open event	22.04	DEMO DAY
<b>Week 9</b>		
Coffee Monday	26.04	Where is your idea now?
Workshop Thursday	29.04	Road ahead and the startup life

## Types of meetups:

### **Coffee Monday**

*15.00-16.00*

Meet your fellow Insjers at the beginning of the week over a cup of coffee to talk about your learnings & pain points, and present your achievements from last week. This moment is not mandatory, but a great offer. We will also give you a couple of exercises that are connected to the topic of last week. Coffee Mondays can be viewed as a workshop over a coffee with friends!

### **Podcast Tuesday**

On Tuesdays we'll release a podcast episode or readings fitted to that week's theme. Get yourself a cup of coffee or tea, sit down somewhere comfy, and enjoy our podcast from the location of your choice. Every podcast we will interview inspiring professionals on their experiences as an entrepreneur, investor or expert.

### **Workshop Thursday**

*16.30-18.30*

These are the moments where it's time for you to get down for business. We will provide you with a great guest speaker for the first part of the module. The second part of the module will include a workshop, that will guide you in getting your idea out of your head and on a paper. The modules are mandatory, and we expect you to be present every week. Food and drinks included on our costs as these meetups will be during dinner time.

### **Demo Day**

On Demo Day you will pitch in front of an audience of fellow students, other Insjers, interested founders, mentors and perhaps a couple investors. We want you to pitch your problem, solution and one other aspect of your idea. The pitch is no longer than 3 minutes and you will get some written feedback after the demo day. No worries, we will make sure your pitch is ready before this special moment!

### **Mentors, advisers, guest speakers, investors and coaches**

We are lucky to be able to build out our community more and more over time in order for you to develop your idea. However, the time commitment from each individual might differ greatly. This leaves the responsibility of building a relationship with these people up to you. While we provide you with interesting guest speakers and a lively audience on Demo day, it is up to you to get in 1-1 contact with them. Furthermore, to get the most out of the program, we can recommend you to look up potential advisors in your space that are outside of the accelerator program. These people can turn into great coaches after the accelerator program has ended, perhaps they will give you a different perspective on your idea and open up new doors for you.

# Sign up now!

Did we get you interested in one of our programs? You can apply directly on our [website](#).



Press the big green button on the website and choose the level you want to apply for!

In case you need more information, contact [accelerator@insjuio.no](mailto:accelerator@insjuio.no) or [Ingrid@insjuio.no](mailto:Ingrid@insjuio.no).