

WE Innovate

Full Programme timings

Applications

Tuesday 1 October	Applications open
Sunday 24 November, 23:59	Applications close
Mid-December	Applicants notified

Phase One

Thursday 30 January, 5:30–9pm 3 – 6 February, day time slots	WE Innovate 2025 Launch In-person KTH IRL Entry Coaching Online
Thursday 6 February, 5:30–9pm 10 – 13 February, day time slots	Customer Discovery Masterclass In-person Business Coaching Online
Tuesday 11 February, 6–7.30pm Thursday 13 February, 6–9pm	Resilience and Leadership Masterclass Online Whole Cohort Social In-person
Tuesday 18 February, 6:30–7pm Thursday 20 February, 5:30–9pm	Introduction to Legal Basics Online Building a Pitch Deck Masterclass In-person
24–26 February, day time slots Thursday 27 February, 5:30–9pm Friday 28 February	Founder Check-in Online Pitch Performance Masterclass In-person Phase 2 Applications open
Tuesday 4 March, 1–2pm Thursday 6 March, 5:30–9pm	Introduction to IP Online Fundraising and Finance In-person
10, 12–13 March, day time slots Tuesday 9 March, 3–5pm Thursday 13 March, 5:30–9pm	Business Coaching Online Peer-to-Peer Pitch Practice In-person Meet the WEI Alumni In-person

Monday 17 March, 9am
Thursday 20 March, 5:30–9pm
Friday 21 March, 5pm

Phase 2 Applications Close
Leadership Masterclass | In-person
Phase 2 teams announced

Phase 1 only teams

7 – 9 April, day time slots
14 – 16 April

KTH IRL Exit Coaching for Phase 1 | Online
Feedback Exit Calls for Phase 1 | Online

Phase Two

Monday 24 March
Thursday 27 March, 6–7:30pm

Phase 2 commences
Introduction to Women-led Investment | Online

Tuesday 1 April
2 – 4 April, 2 night stay

Founder Check-in | Online
Founder Retreat | In-person

Tuesday 8 April, 6–7:30pm
Thursday 10 April, 5:30–9pm

Financial Forecasting Masterclass | Online
Meet the Peer Mentors | In-person

14 – 15 April, day time slots
17 April – 22 April

Pitch Deck Coaching | In-person
Easter break, College Closure

23 – 24 April, day time slots
23 – 25 April, individually organised

Business Coaching | Online
Peer Mentoring with Alumni Mentor | Online

28 – 29 April, day time slots
Thursday 1 May, 9:30am–1pm

Pitch Practise | In-person
Investor Pitch Panels | In-person

Thursday 8 May, 10am–4pm
Friday 9 May, 10am–12pm

Semifinal Pitch Panel | In-person
Phase 3 teams announced

Phase 2 only teams

Thursday 15 May, day time slots
20 – 21 May, day time slots

KTH IRL Exit Coaching for Phase 2 | Online
Feedback Exit Calls for Phase 2 | Online



Phase Three

Monday 12th May	Phase 3 commences
Friday 16 May, day time slots	Founder Check-in Online
12 – 16 May, individually organised	Peer Mentoring with Alumni Mentor Online
Tuesday 20 May, 10am–1pm	1:1 Pitch Practise In-person
Thursday 22 May, day time slots	1:1 Pitch Deck Design Online
Tuesday 27 May, day time slots	1:1 Pitch Practise In-person
Thursday 29 May, day time slots	Q&A Pitch Practice In-person
Monday 2 June, 10am–12pm & 1–5pm	Pitch Practise In-person
Tuesday 3 June, 4–6pm	WEI Final: Dress Rehearsal
Wednesday 4 June, 4:30–9pm	WEI Grand Final 2025

Phase 3 only teams

Tuesday 10 June, day time slots	KTH IRL Exit Coaching for Phase 3
Thursday 12 June, day time slots	Feedback Exit Calls for Phase 3