

# 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	Personal Branding and Founder-led Marketing   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	Phase 2 Applications Close Leadership Masterclass   In-person



Friday 21 March, 5pm

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

Phase 2 commences

Thursday 27 March, 6–7:30pm

Introduction to Women-led Investment | Online

Tuesday 1 April

Founder Check-in | Online

2 – 4 April, 2 night stay

Founder Retreat | In-person

Tuesday 8 April, 6–7:30pm

Financial Forecasting Masterclass | Online

Thursday 10 April, 5:30–9pm

Meet the Peer Mentors | In-person

14 – 15 April, day time slots

Pitch Deck Coaching | In-person

17 April – 22 April

Easter break, College Closure

23 – 24 April, day time slots

Business Coaching | Online

23 – 25 April, individually organised

Peer Mentoring with Alumni Mentor | Online

28 – 29 April, day time slots

Pitch Practise | In-person

Thursday 1 May, 9:30am–1pm

Investor Pitch Panels | In-person

Thursday 8 May, 10am–4pm

Semifinal Pitch Panel | In-person

Friday 9 May, 10am–12pm

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
Thursday 5 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

