

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, 5:30–8pm	WE Innovate 2025 Launch In-person
3 – 5 February, daytime slots	KTH IRL Entry Coaching Online
Tuesday 4 February, 6-7:30pm	Emotional Intelligence for Startup Leaders Online
Thursday 6 February, 5:30–8pm	Customer Discovery Masterclass In-person
10 – 12 February, daytime slots	Business Coaching Online
Tuesday 11 February, 6–7.30pm	Personal Branding and Founder-led Marketing Online
Thursday 13 February, 6–8pm	Whole Cohort Social In-person
Tuesday 18 February, 6:30–7pm	Introduction to Startup Law Online
Thursday 20 February, 5–8pm	Building a Pitch Deck Masterclass In-person
24–26 February, daytime slots	Founder Check-in Online
Monday 24 February, 5:30–8pm	Fundraising and Finance Masterclass In-person
Friday 28 February	Phase 2 Applications open
Tuesday 4 March, 1–2pm	Introduction to Intellectual Property Online
Tuesday 4 March, 5:30–8pm	Pitch Performance Masterclass In-person
10–12 March, daytime slots	Business Coaching Online
Thursday 13 March, 5:30–8pm	WE Innovate Alumni Speed Panels In-person

Monday 17 March, 9am
Thursday 20 March, 5:30–8pm
Friday 21 March, 5pm

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

Phase 1 only teams

7 – 9 April, daytime slots
14 – 16 April, daytime slots

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
Navigating Women-led Investment | Online

30 Mar - 1 April, daytime slots
2 – 4 April, 2 night stay

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

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

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

14 – 15 April, daytime slots
17 – 22 April

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

23 – 24 April, daytime slots
23 – 25 April, individually organised

Business Coaching | Online
Peer Mentoring with Alumni Mentor

Thursday 1 May, morning slots
As above, 12pm-1pm

Investor Feedback Pitch Panels | In-person
Investor Networking Lunch | In-person

Thursday 8 May, daytime slots
Friday 9 May, 10am–12pm

Semifinal Pitch Panel | In-person
Teams notified of Phase 3 selection

Phase 2 only teams

Tuesday 13 May, daytime slots
20 May, daytime slots

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

Phase Three

Monday 12 May	Phase 3 commences
Friday 16 May, daytime slots	Founder Check-in Online
12 – 16 May, individually organised	Peer Mentoring with Alumni Mentor
Tuesday 20 May, daytime slots	1:1 Pitch Coaching In-person
Thursday 22 May, daytime slots	1:1 Pitch Deck Design Coaching Online
Tuesday 27 May, daytime slots	1:1 Pitch Coaching In-person
Monday 2 June, daytime slots	Pitch Coaching In-person
Wednesday 4 June, 6–8pm	Grand Final: Dress Rehearsal
Thursday 5 June, 4:30–8pm	Grand Final 2025

Phase 3 only teams	
Tuesday 10 June, daytime slots	KTH IRL Exit Coaching for Phase 3
Thursday 12 June, daytime slots	Feedback Exit Calls for Phase 3