

Week number	Incubator activity
1	Orientation, getting to know other participant startups, the mentor. Setting startup goals related to their participation in the programme
2	Mentor session; Expert session on business modelling tailored to the startup needs
3	Mentor session; Expert session on customer analysis tailored to the startup needs
4	Mentor session; Expert session on competitor analysis tailored to the startup needs
5	Initial review session; Peer-support session with other startups; Session with a serial entrepreneur
6	Mentor session; Expert session on product development tailored to the startup needs
7	Mentor session; Expert session on testing and validation, tailored to the startup needs
8	Mentor session; Expert session on financial modelling tailored to the startup needs
9	Mid-review session; Peer-support session with other startups; Session with a business angel
10	Mentor session; Expert session on legal and intellectual property matters tailored to the startup needs
11	Mentor session; Expert session on investment and fundraising tailored to the startup needs
12	Mentor session; Expert session on scale up tailored to the startup needs
13	Mentor session; Expert session on pitching property matters tailored to the startup needs
14	Mentor session; Pitch rehearsal and feedback session
15	Final review session; Peer-support session with other startups; Session with Go Up's partners and service providers tailored to the needs of the startup
16	Demo Day with investors and pilot clients
16+	Access to the alumni pool: regular community activities and information by Go Up; third-party services and discounts; introductions to investors; invitation to closed pitching sessions with investors