

The Accelerator program

May 24 – June 18, 2021

The Accelerator Program is a 4-week intense program to help accelerate market readiness process of innovative business ideas and projects that tackle various sectors of silver economy. Around 30 business ideas and projects from six countries – Denmark, Estonia, Finland, Latvia, Lithuania and Russia – will take part in this transnational Accelerator program. It follows the Innovation Program that was run in each of the six countries with the aim to identify business ideas, sharpen their business models and prepare towards internationalization and market readiness acceleration brought about through the Accelerator Program.

The Program is part of the Interreg Baltic Sea Region cross border cooperation program project OSIRIS.

The Accelerator program includes workshops, mentoring sessions, pitch training sessions and the final event to highlight the progress achieved throughout the Program. There will be follow-up stages for selected teams, including investment readiness program, Silver Mining Event and the AAL Forum (online on 18-20 October 2021).

18 HRS (for selected teams 20 hrs) ON-LINE plus MENTORING

1. 14,5 hrs – workshops, talks (**learning sessions** and **information/inspiration sessions**)
 - **Business models in social entrepreneurship** – Yulia Aray
 - **Market research** – Chris Lamaison
 - **Heroes journey, Innovation eco-systems, Show me the money** – Alan Barrell
 - **Silver economy start-ups** – Arvydas Strumskis
 - **Innovation centres** – Walter Herriot
 - **Creating sustainable value** – Orsolya Ihasz
 - **Speak and present on-line** – David Bell
 - **Internationalization** – Business Finland
2. 3,5 hrs + 2 hrs for selected teams – events
 - welcome and intro
 - customer workshops (for selected teams only)
 - final day event
 - closing, feedback and follow up
3. ~ 5 hrs – mentoring
 - individual mentoring sessions: choose up to two mentors x 1h
 - group sessions: choose up to three sessions x 1,5hrs



Detailed program. Timeline: May 24 – June 18, 2021. **All times are in EEST.**

Week 1 – May 24-28 – Market, people and silver economy				
Mon, May 24	Tue, May 25	Wed, May 26	Thu, May 27	Fri, May 28
17.00-19.30 1h Welcome, introductions, networking & ice breakers David Bell 30m The heroes journey Alan Barrell 1h Silver economy start-ups Arvydas Strumskis	11.00-12.30 Market research with task assignment – Part I Chris Lamaison	11.00-13.00 Business models in social entrepreneurship – Part I Yulia Aray		11.00-12.30 Setting the scene for mentoring in the program Walter Herriot Group mentoring sessions 13.00-14.30 with Jani Rusi 15.00-16.30 with Walter Herriot 18.00-19.30 with Sussi Biancho

Week 2 – May 31–June 4 – Impact innovation and eco-systems				
Mon, May 31	Tue, June 1	Wed, June 2	Thu, June 3	Fri, June 4
10.00-11.00 How to support innovative start-up businesses, the role of incubators, innovation centres and science parks Walter Herriot	17.00-19.00 1h Social business models for creating sustainable value Orsolya Ihasz 1h Innovation eco-systems in Europe Alan Barrell	Focus groups with prospective users/customers (for selected teams only) tbc	Individual mentoring across borders (to be confirmed individually)	Group mentoring sessions 10.00-11.30 with David Bell 14.00-15.30 with Anu Oks 16.00-17.30 with Orsolya Ihasz 18.00-19.00 Program so far. Reflections and feedback

Week 3 – June 7-11 – Pitch ON-LINE and follow-ups				
Mon, June 7	Tue, June 8	Wed, June 9	Thu, June 10	Fri, June 11
10.00-11.00 How to speak and present like an expert in a virtual world David Bell	11.00-13.00 Business models in social entrepreneurship – Part II Yulia Aray 17.00-18.30 Market research follow-up and feedback – Part II Chris Lamaison	Individual mentoring across borders (to be confirmed individually)	Individual mentoring across borders (to be confirmed individually)	Group mentoring sessions 10.00-11.30 with tbc 14.00-15.30 with tbc 18.00-19.30 with tbc



Week 4 – June 14-18 – The BIG Pitch				
Mon, June 14	Tue, June 15	Wed, June 16	Thu, June 17	Fri, June 18
10.00-11.00 Show me the money Alan Barrell	1h Approaching international markets: Business Finland tbc	Individual mentoring across borders (to be confirmed individually)		16.00-18.30 2h Business idea pitch contest The BIG Pitch 30m Closing ceremony and next opportunities with David Bell and others

