

**START
FOR
FUTURE**

Start for Future: START Program Outline

October - December 2025

Open Call for the Start Program, helping startups, spin-offs
and solo founders in bringing their ideas into the market.

startforfuture.eu





WHY Start For Future?

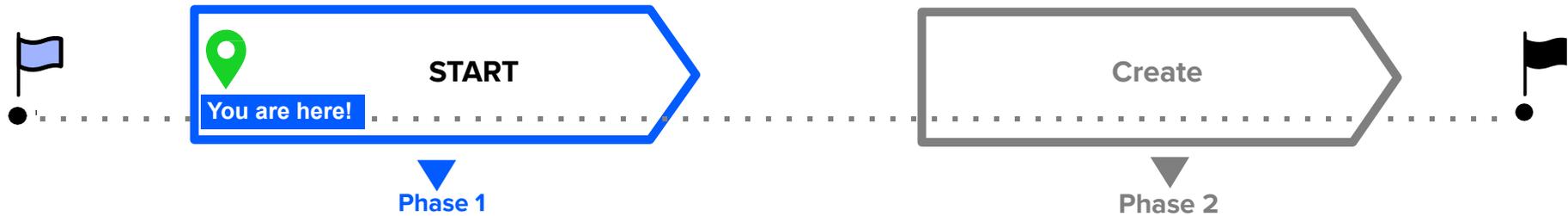
Start For Future's (SFF) mission is to leverage Europe's innovation potential by uniting entrepreneurial regions and growing in an open and democratic way. SFF is a launchpad where the energy and creativity of startups meet the expertise of academia, the brilliance of research, the strength of industry, and the power of networking. By fostering collaboration among these diverse forces, SFF aims to redefine the European innovation ecosystem.

By tapping into Europe's diverse talent pool, SFF ensures that startups from every corner of the continent have a chance to shine and make their mark on the global stage.



BOOKBOOK OUTLOOK BOOKBOOK

SFF Open Incubator is an 8-months program for startups, science based teams and founders, designed to help them in bringing their ideas to investment readiness level with support of the SFF partner network and resources. The Program consists of 2 Phases.



In **START**, teams, founders & start-ups are matched with business coaches & industry experts who are supporting them on a weekly basis with tasks towards development of their ideas which includes heavy focus on: team development, customer discovery, prototyping, business modelling and presenting.

In 10 weeks, during a fun and intense program, we will help teams & startups to grow their start-up ideas from an idea concept into an incubation ready business concept.

In **Create**, teams & Startups select, apply and join (If admitted) an incubator from one of our partner universities and proceed further with its' incubation program. Participants then get access to regional ecosystems offers.

Those teams which are not admitted in an incubator, receive monthly coaching from SFF and access to domain workshops (organized bi-monthly).

START



SUPPORT

TEAMS & FOUNDERS

SFF organizes weekly workshops covering the following areas:

- **Team Development and Founder Search**
- **Leadership Development**
- **Customer Discovery and Validation**
- **Prototyping**
- **Sustainability**
- **Incubation Support**
- **Pitching and Selling Your Idea**



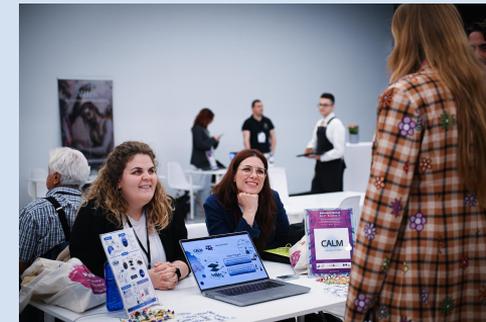
BENEFITS

TEAMS & FOUNDERS

In addition to the weekly workshops, each team is paired with a business coach who supports them on a weekly basis throughout their entrepreneurial journey. Together with their coach, the team will define a development roadmap to follow until the end of the Start program and work on weekly objectives aligned with the workshops content delivered by Start managers.

The business coach will help the team reflect on the learnings from the workshops, apply these insights to their business concept, and set achievable objectives.

By the end of the Start journey, the team should have clearly defined responsibilities among team members, a well-identified target customer, a validated business concept with these potential customers, initial prototypes of their product or service, and clear objectives for proceeding in the incubation program.





Why Apply?

BENEFITS

Work with international entrepreneurs on building a sustainable future • Gain insights from startups, investors and industry • Access to the best incubators around the world and support for prototyping

GET ACCESS TO PRIVATE AND PUBLIC FUNDING

85 M EUR
investment raised
by startups

Marketing aggregated
value of 15 K EUR by
joining Match & Start

1500 EUR
Prize Money

EXCLUSIVE EXPERTS IN YOUR TOPIC AREAS

600 Startups
created and
mentored

Conversion of ideas into
companies of over 30%
after the incubation

300 Experts
and Coaches

UNIQUE NETWORK

20
Innovation
Ecosystems

36
Partners

16
incubators

The program journey

Sessions



Session 1
14.10.2025, 15:00-17:00 CET
Kick off + The ABC's of Start-ups & Team Development

Session 2
16.10.2025, 15:00-17:00 CET
How to Achieve Impact

Session 3
21.10.2025, 15:00-17:00 CET
Selling Yourself and Your Idea

Session 4
28.10.2025, 15:00-17:00 CET
Customer Discovery 1 - Introduction

Session 5
04.11.2025, 15:00-17:00 CET
Customer Discovery 2 - Testing and Validating your Ideas

Session 6
11.11.2025, 15:00-17:00 CET
Customer Discovery 3 - Pivot or Proceed?

Session 7
18.11.2025, 15:00-17:00 CET
Customer Discovery 4 - Prototyping and Experimenting

Session 8
25.11.2025, 15:00-17:00 CET
Impact & Sustainability Review

Session 9
01.12.2025 - 05.12.2025
Pitch Rehearsals

Session 10
09.12.2025, 15:00-17:00 CET
Final Presentations



How to enter

APPLICATION

Bring your idea to life.

For early stage entrepreneurs who want to test their ideas with the market and to get ready to join an incubator program.

Applications will open on 28th July 2025. The deadline to apply is

21st September 2025



[New Link](#)

After the initial application, selected candidates will be invited to personal interviews.
The program starts on 14th October





**START
FOR
FUTURE**

APPLY NOW!



For Questions Contact

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