



Startup Weekend Brussels

Ageing Population

Key information

Date: 2015 February 27-28 & March 1st

Place: Transforma BXL, Perulaan 80, 1000 Brussels

Web: <http://www.up.co/communities/belgium/brussels/startup-weekend/5453>

Registration: <http://swbruap.eventbrite.com>

Brainstorm online tool: <http://www.tricider.com/brainstorming/3Oh6vSeRJhZ>

Twitter: @swbru

Facebook: <http://www.facebook.com/swbru>

Mail: brussels@startupweekend.org

What is Startup Weekend?

Startup Weekend is a 54 hours event where you can turn an idea into a startup. It's an intensive brainstorming for 75 to 100 participants who gather to create startups in a weekend. The point is to evaluate ideas that could potentially become a concrete and viable company.

Organized by entrepreneurs for entrepreneurs

Startup Weekend is a non-profit organization launched in Seattle in 2006. Throughout the world the events are identical, which is why they are so successful: one weekend, 54 hours, one jury, coaches and entrepreneurs organizing a Startup Weekend for entrepreneurs. Each weekend, 20 Startup Weekends take place simultaneously around the world.



From 800 cities of the world, 13,000 startups have been launched and more than 300.000 entrepreneurs have been inspired and stimulated.

More than 2,000 events have been organized in 150 countries, among which 600 in Europe only. Startup Weekend now gathers 4,000 volunteers around the world.

Startup Weekend in Belgium

So far, 12 Startup Weekends have been run in Belgium in Brussels, Liege, Mons, Ghent, Antwerp and Leuven. More than 100 organizers and coaches have contributed to their success with more than 1,000 alumni. The events have been covered by La Libre Belgique, L'Echo, Le Soir Entrepreneurs, Data News, Regional-IT, RTL-TVi and many more.

Around 15% companies originally created during a Startup Weekend are still running today, among which Data.be, Pictawall, Better Street, Scanadu, Openskills, O'Chef and Greenamity.

"You don't build a company in one weekend but you can hope to meet the right people to help you do so."
Toon Vanagt, Data.be



What is the program?

On Friday night, participants optionally pitch their idea of startup. Then, they make teams based on affinity and required skills for the startup. There are generally 10 startups per weekend.

The weekend is full of working sessions, brainstorming sessions, networking. On Sunday evening, teams present their prototype and business model to a jury of experts, serial-entrepreneurs and investors.

Schedule

Friday

6:00pm Registration starts.
6:30pm Dinner & Networking
7:10pm Welcome
7:45pm Pitches start.
8:45pm Attendees vote for the top ideas.
9:00pm Teams start forming and discussing ideas.
10:00pm Participants start to formalize teams and take an inventory of skills.
Teams may stay and work overnight.

Saturday

9:00am Arrive, breakfast & coffee
12:00pm Lunch
2:00pm Coaches help teams one-on-one.
6:30pm Dinner
10:00pm Day is done.
Teams may stay and work overnight.

Sunday

9:00am Arrive, breakfast & coffee
12:00pm Lunch
12:30pm Coaches arrive.
3:00pm Gut check.
Participants start prepping for presentations.
4:30pm Final Presentations.
7:00pm Judging deliberates
7:30pm Awards
8:30pm Dinner & networking
10:00pm Go home

Startup Weekend Brussels “Ageing Population”

A vertical Startup Weekend is an event with a theme. The very first vertical Startup Weekend in Belgium took place in Liege last June with the [Cleantech edition](#).

Next Startup Weekend Brussels will be a vertical edition “Ageing Population” organized with the support of the cluster [lifetech.brussels](#), the [European Association of Homes and Services for the Ageing \(EHASA\)](#), [Microsoft Innovation Center Brussels](#), [Fondation Roi Baudouin](#), [BNP ParibasFortis](#) and [Microsoft](#).

Startup Weekend Brussels team is tremendously happy to invite you to this very first vertical edition in Brussels from 27/02 to 1/03 2015.

This is a fantastic opportunity to promote innovation in the healthcare industry with entrepreneurs and professionals. The goal is to build new products and services for ageing people, gather new talents and synergies as well as support public institutions, industry initiatives, citizen awareness and entrepreneurship.

Practically, we will communicate topics to inspire participants to build startups on the theme “Ageing Population”. We use a [brainstorming online tool](#) where you are invited to share your views on what you think are the main pain points in the ageing industry.

Bootcamp

This Startup Weekend Brussels edition is special for 2 reasons. Not only is it a vertical edition, but we also introduce a new concept: the bootcamp.

The bootcamp is like a pre-Startup-Weekend event aimed to help early entrepreneurs getting familiar with basic tools used during a Startup Weekend (Business Model Canvas, Agile methodologies, etc.). The ultimate goal is to help participants save time during the weekend as time spent learning is time not spent working on the startup projects.

During the bootcamp, we will invite experienced participants, coaches, organizers, partners and jury members to share their expertise on various topics from Lean Startup and Business Model Generation to the art of pitching to a jury of investors. There will be pop-up workshops, which means our experts may spontaneously suggest one-hour workshop sessions.

Date: 2015 February 25, 6pm-9.30pm

Place: ICHEC PME, Rue au Bois 365A, 1150 Bruxelles

Registration: <http://swbruap.eventbrite.com> (when purchasing Startup Weekend ticket)

Free entry

Who is it for?

Participants: professionals, entrepreneurs or students who are business developers, designers, web developers, project managers, jurists, accountants, commercials, experts in marketing and communication or anyone who wants to start a company, independently from their experience or profession.

For the “Ageing Population” edition, we will also welcome professionals from the healthcare industry such as nursing and medical staff, carers, retirement homes managers or hospitals staff.



Coaches: mentors who are experts in startups and business modeling. Their role is to challenge participants and guide them through their probable mistakes during the weekend.

Jury members: experts and well-known professionals of the healthcare industry whose mission is to judge the quality of our participants' projects and presentations on Sunday evening.

Organizers: entrepreneurs & volunteers passionate about startups and innovation.



Contact

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