



WE Innovate

Full Programme timings*

Applications

Applications Open
Applications Close
Applicants Notified

Currently open
Wednesday 11 December 2024, at 12pm
December 2024

Phase One

Date and Time	Event	
Thursday 30 January, 1:30-3:30pm	WE Innovate 2025 Launch	In-person
3–6 February, daytime slots	KTH IRL Entry Coaching	Online
Thursday 6 February, 12-2:30pm	Customer Discovery Masterclass	In-person
10–13 February, daytime slots	Business Coaching	Online
Tuesday 11 February, 6–7:30pm	Personal Branding and Founder-led Marketing	Online
Thursday 13 February, 12-4pm	Whole Cohort Social and Ecosystem Tour	In-person
Tuesday 18 February, 6:30–7pm	Introduction to Legal Basics	Online
Thursday 20 February, 12-2:30pm	Building a Pitch Deck Masterclass	In-person
24–26 February, daytime slots	Founder Check-in	Online
Thursday 27 February, 12-2:30pm	Pitch Performance Masterclass	In-person
Friday 28 February	Phase 2 Applications open	
Tuesday 4 March, 1–2pm	Introduction to IP	Online
Thursday 6 March, 12-2:30pm	Fundraising and Finance	In-person
10, 12–13 March, daytime slots	Business Coaching	Online
Tuesday 11 March, 3–5pm	Peer-to-Peer Pitch Practice	In-person
Thursday 13 March, 12-2:30pm	Working Lunch	In-person



Monday 17 March, 9am	Phase 2 Applications Close	
Thursday 20 March, 12-2:30pm	Leadership Masterclass	In-person
Friday 21 March, 5pm	Phase 2 teams announced	

Phase 1 only teams

7 – 9 April, day time slots	KTH IRL Exit Coaching for Phase 1	Online
14 – 16 April	Feedback Exit Calls for Phase 1	Online

Phase Two

Date and Time

Event

Monday 24 March	Phase 2 commences	
Thursday 27 March, 6–7:30pm	Introduction to Women-led Investment	Online
Tuesday 1 April	Founder Check-in	Online
2–4 April, 2-night stay	Founder Retreat	In-person
Tuesday 8 April, 6–7:30pm	Financial Forecasting Masterclass	Online
Thursday 10 April, 12-2:30pm	Meet the Peer Mentors	In-person
14–15 April, daytime slots	Pitch Deck Coaching	In-person
17–22 April	Easter break, College Closure	
23–24 April, daytime slots	Business Coaching	Online
23–25 April, individually organised	Peer Mentoring with Alumni Mentor	Online
28–29 April, daytime slots	Pitch Practice	In-person
Thursday 1 May, 9:30am–1pm	Investor Pitch Panels	In-person
Thursday 8 May, 10am–4pm	Semifinal Pitch Panel	In-person
Friday 9 May, 10am–12pm	Phase 3 teams announced	

Phase 2 only teams

Thursday 15 May day time slots	KTH IRL Exit Coaching for Phase 2	Online
20 – 21 May day time slots	Feedback Exit Calls for Phase 2	Online

Phase Three

Date and Time

Event



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	Online
Tuesday 20 May, 10am–1pm	1:1 Pitch Practice	In-person
Thursday 22 May, daytime slots	1:1 Pitch Deck Design	Online
Tuesday 27 May, daytime slots	1:1 Pitch Practice	In-person
Thursday 29 May, daytime slots	Q&A Pitch Practice	In-person
Monday 2 June, 10am–12pm & 1–5pm	Pitch Practice	In-person
Wednesday 4 June, 6–8pm	WEI Final: Dress Rehearsal	In-person
Thursday 5 June, 4:30–9pm	WEI Grand Final 2025	In-person
Tuesday 10 June, daytime slots	KTH IRL Exit Coaching for Phase 3	Online
Thursday 12 June, daytime slots	Feedback Exit Calls for Phase 3	Online
Phase 3 only teams		
Tuesday 10 June, day time slots	KTH IRL Exit Coaching for Phase 3	Online
Thursday 12 June, day time slots	Feedback Exit Calls for Phase 3	Online

**Please note that these date are subject to change*

