

WE Innovate

Full Programme timings

Applications

Tuesday 1 October	Applications open
Sunday 24 November, 23:59	Applications close
Mid-December	Applicants notified

Phase One

Thursday 30 January, 5:30–8pm	WE Innovate 2025 Launch In-person
3 – 5 February, daytime slots	KTH IRL Entry Coaching Online
Tuesday 4 February, 6-7:30pm	Emotional Intelligence for Startup Leaders Online
Thursday 6 February, 5:30–8pm	Customer Discovery Masterclass In-person
10 – 12 February, daytime slots	Business Coaching Online
Tuesday 11 February, 6–7.30pm	Personal Branding and Founder-led Marketing Online
Thursday 13 February, 6–8pm	Whole Cohort Social In-person
Tuesday 18 February, 6:30–7pm	Introduction to Startup Law Online
Thursday 20 February, 5–8pm	Building a Pitch Deck Masterclass In-person
24–26 February, daytime slots	Founder Check-in Online
Thursday 27 February, 5:30–8pm	Fundraising and Finance Masterclass In-person
Friday 28 February	Phase 2 Applications open
Tuesday 4 March, 1–2pm	Introduction to Intellectual Property Online
Tuesday 4 March, 5:30–8pm	Pitch Performance Masterclass In-person
10–12 March, daytime slots	Business Coaching Online
Thursday 13 March, 5:30–8pm	WE Innovate Alumni Speed Panels In-person

Monday 17 March, 9am
Thursday 20 March, 5:30–8pm
Friday 21 March, 5pm

Phase 2 Applications Close
Leadership Masterclass | In-person
Phase 2 teams notified

Phase 1 only teams

7 – 9 April, daytime slots
14 – 16 April, daytime slots

KTH IRL Exit Coaching for Phase 1 | Online
Feedback Exit Calls for Phase 1 | Online

Phase Two

Monday 24 March
Thursday 27 March, 6–7:30pm

Phase 2 commences
Navigating Women-led Investment | Online

Tuesday 1 April
2 – 4 April, 2 night stay

Founder Check-in | Online
Founder Retreat | In-person

Tuesday 8 April, 5:30–7:30pm
Thursday 10 April, 5:30–8pm

Financial Forecasting Masterclass | Online
Meet the Peer Mentors Mixer | In-person

14 – 15 April, daytime slots
17 – 22 April

Pitch Deck Coaching | In-person
Easter break, College Closure

24 – 25 April, daytime slots
23 – 25 April, individually organised

Business Coaching | Online
Peer Mentoring with Alumni Mentor | Online

28 – 29 April, daytime slots
Thursday 1 May, 9:30am–1pm

Pitch Practise | In-person
Investor Feedback Pitch Panels | In-person

Thursday 8 May, daytime slots
Friday 9 May, 10am–12pm

Semifinal Pitch Panel | In-person
Phase 3 teams notified

Phase 2 only teams

Tuesday 13 May, daytime slots
20 May, daytime slots

KTH IRL Exit Coaching for Phase 2 | Online
Feedback Exit Calls for Phase 2 | Online



Phase Three

Monday 12 May

Friday 16 May, daytime slots

12 – 16 May, individually organised

Phase 3 commences

Founder Check-in | Online

Peer Mentoring with Alumni Mentor | Online

Tuesday 20 May, daytime slots

Thursday 22 May, daytime slots

1:1 Pitch Practise Coaching | In-person

1:1 Pitch Deck Design Coaching | Online

Tuesday 27 May, daytime slots

1:1 Pitch Practise Coaching | In-person

Monday 2 June, daytime slots

Wednesday 4 June, 6–8pm

Thursday 5 June, 4:30–8pm

Pitch Practise Coaching | In-person

Grand Final: Dress Rehearsal

Grand Final 2025

Phase 3 only teams

Tuesday 10 June, daytime slots

Thursday 12 June, daytime slots

KTH IRL Exit Coaching for Phase 3

Feedback Exit Calls for Phase 3

