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ARTEMIS
Connecting You to Europe & New Opportunities

International startup incubation programme

Participant Information Package

October 2026 - May 2027

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Summary

The ARTEMIS International Startup Incubation Programme helps its participants t**ransform ideas, research results, and early-stage startups into more structured, scalable, and investment-ready businesses**. Through entrepreneurship education, ESG-focused training, mentoring/coaching, international networking, and investor-oriented activities, participants develop the skills, networks, and practical experience needed to **move their ventures forward**. The working language of the programme is English.

The first edition of the programme runs **from October 2026 to May 2027** and brings together **participants, mentors/coaches, external experts** (such as business angels, startup advisors, and business development professionals), and **innovation ecosystems from various European countries**. The 2026–2027 cohort focuses particularly on venture ideas and innovations related to **Health and Environment**. However, participants with other internationally oriented venture ideas are also welcome to apply. As the programme is part of ARTEMIS (https://eu-artemis.eu/) and its thematic focus areas, priority may be given to ideas and ventures that contribute to Health and Environment-related challenges and opportunities.

The ARTEMIS incubation programme is intended **for students, researchers, and startup teams associated with ARTEMIS partner institutions** and their respective innovation ecosystems. Participation is subject to the programme's selection process and available capacity. Participants are expected to cover any costs associated with their participation in the final event (international startup week in Regensburg, Germany, in May 2027) unless specific funding opportunities are available through their home institution, the Erasmus+ programme, or other sources. The availability of financial support may vary between institutions and participant groups.

Who can participate?

- **Entrepreneurial students:** Higher education students or recent graduates who are developing or exploring a business idea, product, or service and are interested in turning it into a venture.
- **Innovation-oriented researchers:** Researchers or doctoral students working on innovative products, methods, or technologies who are interested in exploring commercialization opportunities or practical applications of their research.
- **Early-stage startups:** Startup founders or small startup teams interested in collaborating with universities, research teams, and innovation ecosystems to further develop their ventures.

Participants may join either individually or as an existing team. Team-building activities take place at the beginning of the programme, ensuring that all participants become part of a venture-development team early in the process if they are not already part of a team.

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What will you gain?

- **Develop and validate** a business idea or venture concept.
- Learn **how to structure and communicate** a venture to **investors** (for example, business angels).
- Receive **mentoring/coaching** from experienced professionals.
- Obtain **international feedback** from participants, mentors/coaches, external experts, and innovation ecosystems across Europe.
- Explore **international growth** opportunities and market potential.
- Expand your **professional network** across multiple European countries.
- Improve your **investment readiness** and **pitching capabilities**.
- Gain access to the growing **ARTEMIS startup ecosystem**.

Academic recognition (students)

- **Startup Creation course** - Phase 1 (5 ECTS)
- **ESG Micro-Credential course** - Phase 1 (3 ECTS)
- **ARTEMIS Startup Week -** Blended Intensive Programme - Phase 4 (3 ECTS)

Selection and Progression

The programme is **designed to be inclusive** while maintaining a strong focus on international business development, risk-investment logic, implementation, and investment readiness. The objective of the selection process is not to identify only the most advanced startups, but **rather participants who are likely to benefit from and actively contribute to the programme**.

Applications will be evaluated based on **three main factors**:

1. Participant **motivation** and **willingness** to learn and develop
2. C**ommitment** to actively participate throughout the programme

   Participant motivation (1) and commitment to active participation (2) are considered particularly **important during the selection process**. Early-stage ideas are welcome, and applicants do not need to have a fully developed venture concept before joining the programme.

3. R**elevance** and potential of the idea, project, research result, or entrepreneurial ambition

   Participants accepted into the programme will begin with Phase 1. However, **progression to later phases is not automatic**. Because the programme consists of multiple phases and **capacity may be limited in some activities**, additional selection decisions may be made before the mentoring/coaching phase (Phase 2), the scaling-up events (Phase 3), and the ARTEMIS Startup Week (Phase 4). At those stages, Criterion 3 (relevance and potential) will become particularly important.

   Selection decisions for the first phase will be made after the registration deadline (September 22). **Applicants will be informed of the outcome of the selection process via email**.

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Your Journey

01

Oct 8 – Dec 10, 2026 (online)
Entrepreneurship & Innovation Foundations
Startup Creation Course (5 ECTS)
+ ESG Micro-Credential (3 ECTS)

02

Jan–Mar 2027 (online)
Individual Coaching & Mentoring
with experienced professionals

03

Mar 17 & Apr 14, 2027 (online)
International business-growth & investment-readiness workshops
feedback on the growth and internationalization plans

04

May 3 & May 10 -1 4, 2027 (hybrid)
Startup Week — Regensburg (3 ECTS)
International networking, investor interactions, entrepreneurial ecosystem visits, and a final venture-pitch competition

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PHASE 1

ENTREPRENEURSHIP & ESG FOUNDATIONS

October 2026 - December 2026

Activity 1
Startup Creation: From Idea to an ESG-Native Venture (online course)

What happens?

This international online course introduces participants to **entrepreneurship and innovation** through p**ractical team-based activities**. Participants work with **lecturers** from multiple ARTEMIS partner institutions and **develop a venture concept** from an early-stage idea and learn how to create an investor-oriented **elevator pitch**. Course topics include market understanding, business modelling, funding, risk management etc.

When does it happen?

- Every **Thursday from October 8 to December 10**, 2026, at **11.30am–2.45pm** (German time)
- **Link:** https://teams.microsoft.com/meet/314151995292177?p=vBOGGD2vRieSGjoOpl

Estimated total workload: approximately 150 hours (5 ECTS credits – subject to the regulations of participants´ home institutions), including online sessions, preparation activities, teamwork, additional venture-development exercises, and assignments.

What will you gain?

- **5 ECTS credits** (students) – subject to the regulations of participants´ home institutions
- **Entrepreneurship and innovation knowledge** in an **international** context
- **Business-modelling** competencies
- **Pitching** and **communication** skills
- **Understanding of funding** and investor expectations
- Experience working in **international entrepreneurial teams**

Activity 2
ESG Frameworks and Practical Applications for Sustainable Innovation and Education (online micro-credential course)

What happens?

This **online self-paced micro-credential course** strengthens participants' understanding of **environmental, social, and governance** (ESG) principles and their **practical application** in startup, innovation, and sustainability contexts.

When does it happen?

- **October–December 2026**
- Participants complete the learning activities independently through an online learning environment (**ARTEMIS Moodle**) (https://moodle.eu-artemis.eu/login/index.php).

Estimated total workload: approximately 90 hours (3 ECTS credits), including independent online learning, ESG case-study analysis, preparation of assignments (a written report and a video presentation). The final submission deadline will be communicated separately on Moodle and is expected to be in December 2026.

What will you gain?

- **3 ECTS credits** (students)
- Practical **ESG competencies**
- Understanding of **ESG-related opportunities and challenges** Experience analysing real-world ESG cases
- ESG Micro-Credential **Certificate**

summary

Phase 1 provides participants with the entrepreneurship, innovation, and ESG-related foundations needed for developing a venture concept within the ARTEMIS incubation programme. Phase 1 includes two activities.

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PHASE 2

MENTORING COACHING (online)

October 2026 - March 2027

Summary

Phase 2 provides startup teams with **individualised support from experienced professionals** whose expertise matches the team´s development needs. Through **mentoring/coaching sessions**, participants receive practical guidance tailored to their identified needs in areas such as **venture development, commercialisation, internationalisation, investment readiness** etc. Information about mentor/coach matching and the next steps of the mentoring/coaching phase will be provided during the final Startup Creation course session on December 10, 2026.

What happens?

Each startup team is **matched with a mentor/coach** who provides practical guidance related to venture development, commercialisation, internationalisation, investment readiness, implementation, and other topics relevant to the team's business-development needs. **Each team meets with its mentor/coach at least twice** during the mentoring/coaching period (January–March 2027). Mentors/coaches include entrepreneurs, startup-support professionals, business developers, investors, researchers, and other experts from across the ARTEMIS ecosystem.

When does it happen?

- **January–March 2027**
- Meeting dates are arranged directly between startup teams and mentors/coaches.

Estimated total workload: approximately 5–10 hours, including mentoring/coaching sessions (at least two one-hour sessions), preparation for meetings, and independent venture-development activities between sessions.

What will you gain?

- **Individualised feedback** on your venture concept
- Access to **experienced professionals and practitioners**
- **Support** for commercialisation and growth
- Improved **investment readiness**
- New professional **contacts and networking** opportunities

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PHASE 3
FINANCING AND BUSINESS-GROWTH WORKSHOPS (online)
March 2027 - April 2027

Summary

This phase helps teams **evaluate their growth assumptions, explore international opportunities, and prepare for future discussions with business angels and other investors**. The phase consists of **two online events** (one in March and one in April), providing participants with opportunities to receive feedback on their venture concepts, discuss growth and internationalisation opportunities, and obtain information about the final event (Phase 4).

What happens?

Participants take part in **two interactive online workshops** where startup teams present their venture concepts, receive feedback, and discuss growth, internationalisation, and investment readiness with participants and experts from different European countries.

The phase includes:

- **Workshop 1:** How to Grow Your Sales and Expand by **Zuzana Paulovics** – Focuses on international market opportunities, growth assumptions, and expansion strategies.
- **Workshop 2:** Investor Readiness Checkup by **Andreas Jagdhuber** – Focuses on investment readiness, scalability, venture attractiveness, and risk investor (for example, business angel) expectations

When does it happen?

Workshop 1

- Wednesday, **March 17, 2027, at 9am–11am** (German time) – subject to change!
- **Link**: https://teams.microsoft.com/meet/326691773544473?p=8H3vHS3ygbvFoiDQQP

Workshop 2

- Wednesday, **April 14, 2027, at 9am–11am** (German time)
- **Link**: https://teams.microsoft.com/meet/32459179228985?p=sTBD1YrKLEU4e5MreS

Estimated total workload: approximately 8–12 hours, including participation online workshops (two two-hour workshops), preparation activities, venture-development work, and refinement of venture materials between the workshops.

What will you gain?

- **Feedback** from **experts** and fellow participants across Europe
- Better **understanding of international growth** opportunities
- Improved **investment readiness**
- Stronger **venture-development strategies**
- Greater **confidence in communicating** with **investors**

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PHASE 4
ARTEMIS STARTUP WEEK

Online Preparation Day:
May 3, 2027
Physical Mobility in Regensburg, Germany:
May 10–14, 2027

Summary

The ARTEMIS Startup Week represents the **final phase of the incubation programme** and focuses on **investment readiness, international networking, and investor-oriented communication.** During the week, participants take part in **simulations, entrepreneurial ecosystem visits, investor interactions, networking activities, and a final venture-pitch competition**. The event is organized as a Blended-Intensive Program (**BIP Erasmus+**).

What happens?

Participants take part in:

- Investment and risk-assessment **simulation activities**
- Entrepreneurial ecosystem **visits**
- Business angel and venture-capital **networking activities**
- **International teamwork** and **peer learning**
- Investor-oriented **pitch preparation**
- Final **venture-pitch competition**

When does it happen?

- **Monday, May 3, 2027** – **Online** preparation day
- **May 10–14, 2027** – **Physical mobility in Regensburg**, Germany (additional participation arrangements, if available, will be communicated in early 2027)

Note: Participants are **elegible to Erasmus+ funding** to cover their travel costs related to the event, **application at their home institution**.

Estimated total workload: approximately 90 hours (3 ECTS credits), including participation in the online preparation day, five full days of activities in Regensburg, investment simulation activities, teamwork, networking activities, and the final pitch competition.

What will you gain?

- **Individualised feedback** on your venture concept
- Access to **experienced professionals and practitioners**
- **Support** for commercialisation and growth
- Improved **investment readiness**
- New professional contacts and **networking opportunities**

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Programme registration: https://forms.office.com/e/HdpMYqJdQs

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