

The Accelerator Program

May 24 – June 18, 2021

The Accelerator Program is a 4-week intense program to help accelerate market readiness process of innovative business ideas and projects that tackle various sectors of silver economy. Around 30 business ideas and projects from six countries – Denmark, Estonia, Finland, Latvia, Lithuania and Russia – will take part in this transnational Accelerator Program. It follows the Innovation Program that was run in each of the six countries with the aim to identify business ideas, sharpen their business models and prepare towards internationalization and market readiness acceleration brought about through the Accelerator Program.

The Program is part of the Interreg Baltic Sea Region cross border cooperation project [OSIRIS](#).

The Accelerator Program includes workshops, talks, individual and group mentoring sessions, and the final event to highlight the progress achieved throughout the Program. There will be follow-up stages for selected teams, including investment readiness program, Silver Mining Event and the AAL Forum (online on 18-20 October 2021).

Program outline

20,5 HRS (for selected teams 22 hrs) ON-LINE plus MENTORING

1. 16 hrs – workshops, talks (**learning sessions** and **information/inspiration sessions**)
 - **Business models in social entrepreneurship** – Yulia Aray
 - **Market research** – Chris Lamaison
 - **Heroes journey, Innovation eco-systems, Show me the money** – Alan Barrell
 - **Silver economy start-ups** – Arvydas Strumskis
 - **How to use mentoring in practice, The role of innovation centres** – Walter Herriot
 - **Creating sustainable value** – Orsolya Ihasz
 - **How to speak and present on-line** – David Bell
 - **Networks and how to use them** – Jani Rusi
2. 4,5 hrs + 1,5 hrs for selected teams – events
 - Welcome and intro
 - Customer workshops (for selected teams only)
 - Halfway reflections
 - Final day event, feedback and follow up, closing
3. ~ 6 hrs – mentoring
 - Individual mentoring sessions: choose up to three mentors x 45m sessions
 - Group mentoring sessions: choose up to five sessions x 1,5hrs



Detailed program. Timeline: May 24 – June 18, 2021

All times are in EEST

Week 1 – May 24-28 – Market, people and silver economy				
Mon, May 24	Tue, May 25	Wed, May 26	Thu, May 27	Fri, May 28
17.00-19.30 zoom Welcome, introductions, networking & ice breakers David Bell The heroes journey Alan Barrell Silver economy start-ups Arvydas Strumskis	11.00-12.30 zoom Market research with task assignment – Part I Chris Lamaison	11.00-13.00 zoom Business models in social entrepreneurship – Part I Yulia Aray		11.00-12.30 zoom Setting the scene for mentoring in the program Walter Herriot Group mentoring sessions 13.00-14.30 with Jani Rusi 13.00-14.30 with Arvydas Strumskis 13.00-14.30 with Julija Kravčenko 13.30-15.00 with Maksim Makarov

Week 2 – May 31–June 4 – Impact innovation and eco-systems				
Mon, May 31	Tue, June 1	Wed, June 2	Thu, June 3	Fri, June 4
10.00-11.00 zoom How to support innovative start-up businesses, the role of incubators, innovation centres and science parks Walter Herriot	17.00-19.00 zoom Social business models for creating sustainable value Orsolya Ihasz Innovation eco-systems in Europe Alan Barrell	Group mentoring session 09.30-11.00 with Ivan Kjær Lauridsen <i>Individual mentoring across borders (to be confirmed individually)</i>	<i>Individual mentoring across borders (to be confirmed individually)</i>	Group mentoring sessions 10.00-11.30 with David Bell 14.00-15.30 with Anu Oks 16.00-17.30 with Orsolya Ihasz 18.00-19.00 zoom Program so far. Reflections and feedback



Week 3 – June 7-11 – Pitch ON-LINE and follow-ups				
Mon, June 7	Tue, June 8	Wed, June 9	Thu, June 10	Fri, June 11
10.00-11.00 zoom How to speak and present like an expert in a virtual world David Bell	11.00-13.00 zoom Business models in social entrepreneurship – Part II Yulia Aray 17.00-18.30 zoom Market research follow-up and feedback – Part II Chris Lamaison	<i>Individual mentoring across borders (to be confirmed individually)</i>	<i>Individual mentoring across borders (to be confirmed individually)</i>	Group mentoring sessions 11.00-12.30 with Jan Storgards and Zigurds Likums 16.00-17.30 with Sussi Bianco

Week 4 – June 14-18 – Show me the money, networks and The BIG Pitch				
Mon, June 14	Tue, June 15	Wed, June 16	Thu, June 17	Fri, June 18
10.00-11.00 zoom Show me the money and fund raising Alan Barrell	13.00-14.00 zoom Networks, how to utilize the possibilities and take action Jani Rusi	<i>Individual mentoring across borders (to be confirmed individually)</i>	<i>Individual mentoring across borders (to be confirmed individually)</i>	16.00-18.30 zoom Business idea pitch contest The BIG Pitch, Closing ceremony and next opportunities with Alan Barrell, David Bell and others



Technical information

- The Program will take place online in zoom platform. Please get prepared for working in zoom environment. Each session has a unique invitation link which is shown next to the session time. The links for weeks 3 and 4 will be added to the Program and sent by e-mail in due course. Registration is required for each session.
- Joint sessions will be recorded and made available for limited time for those not able to join real time, but eager to catch up as soon as possible.
- Networking, sharing feedback among the delegates is encouraged through a WhatsApp group “Cambridge Venture Camp” – join the group via this link:
<https://chat.whatsapp.com/Bd3r4flXVABBJW3Nel0yHP>.
- Apply for group and individual mentoring sessions via this link:
<https://docs.google.com/forms/d/e/1FAIpQLScVHl-7e2s8j42s29icMlfnoRel59rR9e8qJl-JM1PRqW1C8Kg/viewform>.
You will get zoom meeting invitation link after registration. Suggested number of delegates in the group mentoring session is up to 12.
- Should you have any questions please get in touch by e-mail at info@connectlatvia.lv.

List of mentors

Mentors (and their key areas of expertise and countries/regions of experience, market knowledge) available for teams for individual cross-border mentoring sessions upon registration (each session is suggested to last up to 45 minutes):

[Alan Barrell](#) - Healthcare and technology startups, innovation ecosystems, finance plan, providing feedback to founders' business and finance plans - Finland, Poland, UK, China

[Anastasia Moskvina](#) - Social Entrepreneurship, Non-profits and Social Innovations - Russia, France

[Anu Oks](#) - Finance consulting, business consulting, explaining what investors want to see in teams - Estonia, Latvia, Lithuania, Finland

[Arvydas Strumskis](#) - Experience in private fund management, in start-up investment and business development and management consulting in sphere of strategic management - Lithuania, Ukraine, Finland, Estonia, Latvia

[David Bell](#) - Communications, IT solutions and technology, business management and leadership, defining business goals, providing outside perspective, training individuals who want to learn how to speak and present like an expert - UK, Spain



[Ivan Kjær Lauridsen](#) - Specialist health and assisted living technologies in municipalities - Denmark

[Jan Storgards](#) - Digital and creative industries, Software development, Computer games, Entrepreneurship and technology startups, European and regional funding, Company cluster development - Finland, UK

[Jani Rusi](#) - Finance consulting, healthcare consulting, business consulting. Internationalization services in Finland (WTC). He is able to mentor many companies (one hour each) concerning the business possibilities in Finland.

[Julija Kravčenko](#) - Design thinking for medtech/biotech innovation, European funding opportunities for innovation development and successful application competencies, technical medtech product management, international sales - Lithuania, Germany, UK, Netherlands, USA, China

[Maksim Makarov](#) - Business strategies, product launching, market research, CustDev - Russia

[Orsolya Ihasz](#) - Researcher in responsible innovation management and sustainability at Cranfield University, lecturer in Entrepreneurship at the Bettany Centre for Entrepreneurship, passionate about sustainable value creation - UK

[Sussi Biancho](#) - Health & Care Tech Entrepreneurship & Innovation - Denmark

[Vadim Barausov](#) - AgeTech and Silver Economy projects, NGO leadership - Russia, USA

[Walter Herriot](#) - Social entrepreneurship, medical and technology business development, networking and mentoring skills, innovation and incubation centres - Latvia, UK

[Yulia Aray](#) - Social Entrepreneurship, Corporate Social Responsibility, Sustainable development and strategic management, Business Models, Business Model Innovation, Strategic Analysis, Qualitative Methods of Research - Russia, UK

[Zigurds Likums](#) - Product development in small and large enterprises, GovTech, software and digital transformation - Latvia, UK

Contact persons in each country

Denmark – Michael Smærup, mism@via.dk

Estonia – Ingrid Pappel, ingrid.pappel@taltech.ee

Finland – Leena Lemola, leena.lemola@kokolele.fi

Latvia – Elmars Baltins, elmars_b@connectlatvia.lv

Lithuania – Vaida Svidriene, vaida@iamus.net

Russia – Oksana Fedorova, o.fedorova@spbtech.ru

