

Startûpbootcamp

= equals

WORKMODE

UNKNOWN

M O M E N T U M The Fast Track to Entrepreneurship



Build and grow your business idea

The Momentum program helps entrepreneurs refine their ideas, build a strong foundation, and deliver impactful business pitches. Designed for freelancers and women transitioning into entrepreneurship, it offers essential tools and expert guidance. The three livestream sessions are accessible online via YouTube or Instagram, allowing you to join live based on your availability.



Join impactful sessions.

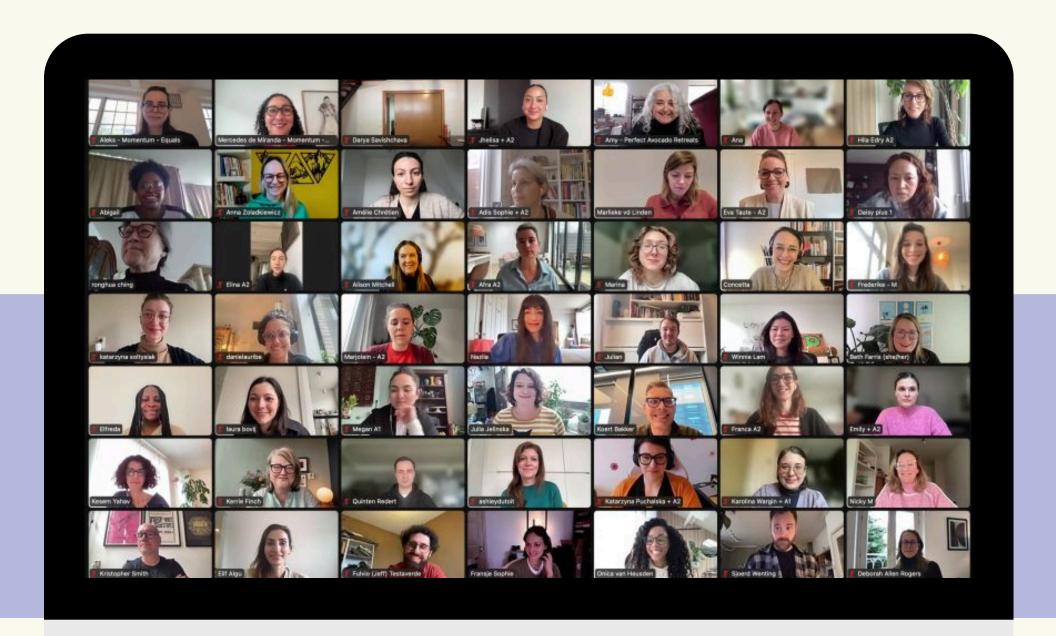
Embrace growth.

Empowering entrepreneurs, freelancers, and women transitioning into entrepreneurship to build and grow their business ideas.









Top Online Sessions

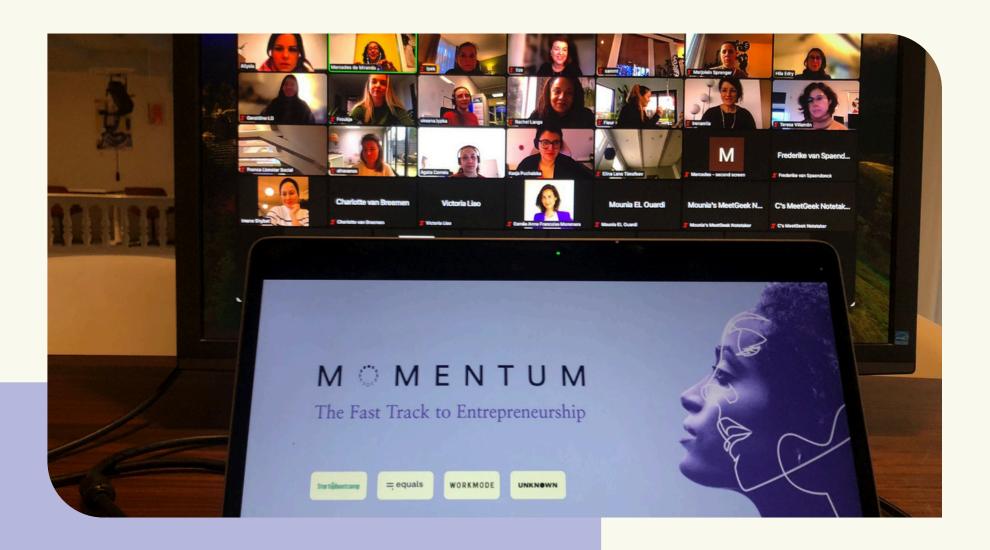
The Momentum program refines ideas, strengthens foundations, and sharpens pitch delivery. Join three livestream sessions on the Momentum website. The Momentum program accelerates growth through expert insights, strategic phases, and meaningful connections.

Read More ...



M S M E N T U M The Fast Track to Entrepreneurship

Three strategic Sessions





Superpowers

Unlock your entrepreneurial potential by identifying strengths, values, and vision. Align them with your business goals to build a strong foundation for success.



Focus

Define your business problem, conduct research, and refine your concept using the value proposition canvas. Leave with a clear model and strong pitch deck draft.



Proposition

Master storytelling and impactful pitching. Get expert advise to refine your presentation and actionable steps for growth.

Rotating Schedule

You can attend any available date for each session— Session 1, 2, and 3—but to graduate, you only need to complete each session once.

• Time: 17:30-19:30

• Location: online/livestream



Session 1: Superpowers

Wednesday, 12th March 2025
Tuesday, 1st April 2025
Wednesday, 23rd April 2025
Tuesday, 13th May 2025
Wednesday, 4th June 2025
Tuesday, 24th June 2025
Wednesday, 16th July 2025

Session 2: Focus

Wednesday, 19th March 2025
Tuesday, 8th April 2025
Wednesday, 30th April 2025
Tuesday, 20th May 2025
Wednesday, 11th June 2025
Tuesday, 1st July 2025
Wednesday, 23rd July 2025

Session 3: Proposition

Wednesday, 26th March 2025
Tuesday, 15th April 2025
Wednesday, 7th May 2025
Tuesday, 27th May 2025
Wednesday, 18th June 2025
Tuesday, 8th July 2025
Wednesday, 30th July 2025



M : M E N T U M The Fast Track to Entrepreneurship

The fast track to entrepreneurship

This program empowers women-identifying entrepreneurs in the Netherlands to overcome challenges and build scalable businesses from scratch. Develop key skills, foster a growth-driven mindset, and create a strong foundation for lasting success.

112
ENTREPRENEURS





Join Momentum if you are:

An aspiring entrepreneur:

Ready to launch, test, or refine a business idea.

A freelancer or founder:

Seeking to scale your practice or grow your venture.

A corporate Innovator or growth seeker:

Eager to sharpen entrepreneurial skills and drive innovation.

Key Content on Accelerator²

From market research to pitch delivery, this program equips you with the tools, knowledge, and strategies to confidently build and grow your business.

Foundational Learning & Market Fit:

Build a foundation by identifying problems, understanding customers, and ensuring market fit with videos and tools.

Strategic Business Building & Pitch Development:

Design your business model, create a value proposition, and craft pitches using guides and templates.



M : M E N T U M
The Fast Track to Entrepreneurship

Momentum Community Days



Momentum Meetups

Join the Momentum community every Friday at Equals for a vibrant weekly coworking meetup-connect, collaborate, and uplift each other as you share ideas and grow together.

M O M E N T U M The Fast Track to Entrepreneurship





How to join Momentum

the self-made summit

Secure your spot with a ticket to The Self-Made Summit - The leading business event for female professionals.

Sign up!

From €222 excl. VAT

= equals

WORKMODE

Claim your complimentary spot with an active Equals Membership.

<u>Sign</u>

<u>up!</u>

Memberclub Flex

3-month membership €98/month excl. VAT

Memberclub

6-month membership €85/month excl. VAT

Premium

12-month membership €950/year excl. VAT Secure your spot with an active Workmode membership.

Homebase Membership

From €319/month excl. VAT

Freedom Membership

From €269/month excl. VAT

Discover Membership

From €199/month excl. VAT

Sign up! M : M E N T U M

Join the Momentum Program for free by claiming your spot through any of these options:

Sign

<u>up!</u>

an <u>Equals Membership</u>, <u>Workmode Membership</u>, or <u>Self-Made Summit ticket</u>.

Alternatively, you can secure your spot directly for the Momentum Program at €299 excl. BTW.

Startupbootcamp

The course will be available to early-stage Dutch female entrepreneurs who apply to Startupbootcamp programs but need additional preparation before getting started.

M O M E N T U M The Fast Track to Entrepreneurship

Momentum

Spotlights

"I liked the input we got from each other. helping each other out!



Lisa Ross-Marcus • 1st

Female Leadership Coach | Executive Coach | Pitch Mentor | Intercultural Co...

Congratulations to all the Female Entrepreneurs who hve completed the Momentum Fast Track training and delivered their pitches on Demo day. A special shout out to Denise Tekelenburg - it was a pleasure to mentor you and see your confidence and strategic thinking grow, and to Mercedes de Miranda for your inspiring leadership on this important initiative.



Mercedes de Miranda • 1st

exploring & bringing to market new business opportunities | entrepreneurship ...

🚀 Get Ready for the Momentum Demo Day on September 14th! 🚀

Last Friday was a thrilling rush as we prepared for the long-awaited ...see more



Entrepreneur | Founder of luxury perfume brand Luisa Jo | Scen...

For the past 4 months I was part of a group of 10 talented female #entrepreneurs participating at the Momentum Fast Track to Entrepreneurship.

We were all working hard towards the Demo Day at the beautiful location Equals. I could pitch my business Luisa Jo - Wild Perfumery in front of 150 people.

Wow, I can tell you, that made my heart jump 💗

I was also inspired by my peers pitching new business concepts around art, retirement, empowering women and social communities.

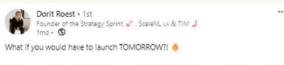
What struck me the most though, was the slide of Emilie Sobels, founder of

"44% of Dutch women financially rely on their partner or the government."

To achieve true independence and freedom of choice, this financial pattern needs to

Big thanks to Mercedes de Miranda for doing a great job 4 And well done ladies, we can be proud of us: Kaley Chaibva, Anastasia Tselkovskaya, Charlotta Lönnfors, Charlotte van Oossanen, Lisa Thompson, Sonya Nikolova, Winnie Lam, Maria Corina Vinke 🙏





Such a powerful question that forces you to simplify and turn your big dreams into

Thanks for the opportunity to share this eye opener (and many more) in my startup mindset Keynote, team Momentum Fast Track, Workmode, Startupbootcamp



Momentum Fast Track

At today's hybrid session, we delved into the entrepreneurial mindset. We welcomed Dorit Roest, who shared valuable insights into the ethos of startup success. Here's the crux: "Think big, start small, scale fast.

Dorit led an insightful discussion on the power of starting small and simple, and then rapidly scaling by embracing the cycle of building, measuring, and learning. Whether you're dreaming of launching your own business or already knee-deep in the startup world, these principles are golden

Keep in mind, big goals take time and hard work. But with the right mindset and strategy, you'll reach those milestones. And don't forget to celebrate every win

#StartupEthos #StrategicGrowth #EntrepreneurialInsights #InnovationCulture



"It was great to get the ball rolling, to evaluate what I could possible move forward with and to decide on the direction I wanted to go"

"This course is helping many of us in way we had not anticipated by looking inwards before "talking business"



The Momentum Fast Track is a wonderful program to help women start creating the business of their dreams. It's the perfect protected space to start carving ou your future as an entrepreneur.

I love being part of this program, as it attracts the most ambitious and creative minds. A very inspiring group of women to work with.

A big thank you to Mercedes de Miranda for having me on board of this project.

Can't wait to hear the results of the latest cohort, tomorrow during Demo Day at



Momentum Fast Track

ntroducing two more of our Momentum coaches, ready to support our participants on their journey to success

Founder @ Her Career Space | Career Story Designer | Career..

We pitched our business ideas to 150 people at Equals on Thursday night as part of

There were a few stand-out moments for me:

. The team behind the Momentum Fast Track Program: without them, none of this would be possible. They believe and live by empowering and supporting women and know that when we support women, we all win. They know the path to closing the gender gap for start-ups is a team effort. This is the definition of empowerment as a bunder. Thank you, Mercedes de Miranda, Dieuwke van Buren, Emilie Sobels, Aleksandra Sheshmini, Vånia Rodrigues, Startupbootcamp, Equals, Workmode and

. The allies in the room were the men who showed up to support, listen, learn, ask questions, give feedback and advise. They, too, are powered by the collective of women in business and want to level the playing field and experience more equity.

The supporters of the program, coaches, mentors, and facilitators. I struck Momentum gold with Anaita Nasser as my coach and Tessa de Flines as my mentor. They challenged and pushed me to question myself and my story. I shared a personal story that fueled my idea with Her Career Space. Sharing my why was liberating and empowering. Thank you both.

· And last but by no means least, my fellow entrepreneurs Winnie Lam, Maria Corina Vinke, Charlotta Lönnfors, Anastasia Tselkovskava, Charlotte van Oossanen, Kalev Chaibva, Sonya Nikolova. An inspiring and diverse group of women from all walks of life, with different business ideas and at various stages of development. The red thread is our passion to succeed as founders and to share the stage with future

This experience has been epic! We're handing the torch over to Momentum Cohort

#momentum #momentum2024 #momentumfasttrack #womenempowerment



" Momentum helped me to narrow down to one idea and actually take the steps to making it a reality."



M S. M E N T U M

The Fast Track to Entrepreneurship

is powered by:





WORKMODE

UNKNOWN

= equals

We strive for equality and more diversity in the workforce. We are committed to supporting women* in the growth and development of their careers. By working together, and by celebrating and championing our members and partners, we bring out the best in everybody.



Mission

What we do

Visibility

We're creating more visibility for inspiring women, because role models are important for changed behaviour and beliefs.

Academy

We're creating education and career opportunities for women in tech and entrepreneurship.

Memberclub

We're creating a community of ambitious women that are here to connect, grow, support and empower each other. Master storytelling and impactful pitching. Get expert advise to refine your presentation and actionable steps for growth.

Startupbootcamp Startup Accelerator

Alumni Numbers & Impact

1700+

Startups & Scaleups Accelerated

100+

Accelerator Cohorts Managed 200+

Corporate
Ventures
launched &
scaled

4700+

Jobs Created

62

Countries

41%

Companies with Female Founders









We Fuel Founders To Fix The Future



UNKNOWN VENTURES

Creating an army of founders to solve challenges together with industry leaders.

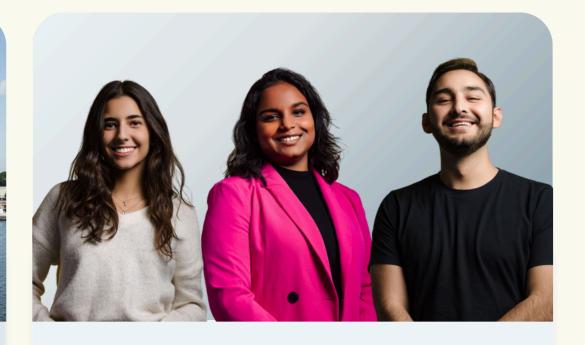
- **300+** Global Ecosystem Partners.
- 4.7M ventures in database.
- 35M invested.



UNKNOWN SPACES

Offering physical infrastructures for founders to thrive.

- **13.000m2** physical infrastructure for impact innovation in The Hague.
- **40+** offices within a thriving ecosystem.



UNKNOWN SCHOOL

Shaping founders with skills and mindset offering continuous learning.

- **200+** future impact founders educated.
- **5+** executive entrepreneurship programs.
- **75+** companies founded by students.

Workmode is the place for professional women seeking to cultivate their skills and develop into smart and powerful entrepreneurs.



We offer female-focused co-working spaces with locations in Amsterdam, Apeldoorn, Utrecht and Rotterdam.

In addition, our Agency team is dedicated to increasing the visibility of female role models every day. We accomplish this through our annual event, **The Self-Made Summit**, where we provide a platform for female role models.

The women of the Workmode community also play a vital role in this. In addition, we share our expertise in community building and (influencer) marketing with like-minded brands.

So that together, we can create content and campaigns that truly resonate with the target audience.

Our mission is at the core of everything we do: to empower women in the business landscape and strengthen their position.

M S M E N T U M The Fast Track to Entrepreneurship

Startûpbootcamp

= equals

WORKMODE

UNKNOWN

Confirm your spot via www.equals.nl/momentum/

