

Acceleration Shadowing

As contribution to the InnoChange project Startup Wise Guys offered a so-called “Acceleration Shadowing” to the nominated InnoChange participants. The participants of Shadowing witnessed daily activities and workshops designed to help the startups succeed, avoid common startup mistakes and get to know the structure and processes behind the management of an acceleration program first-hand.

Mentored staff :

Shadowing Week 1: 4 non-academic, 1 academic (took place from 11.10. - 15.10.21)

Shadowing Week 2: 3 non-academic, 1 academic (took place from 15.11. - 19.11.21) Demo Day: 5 non-academic, 3 academic (took place on 21.10.21)

Supported startups :

3 startups of which 2 are registered as a company (OPA Demo Day will be on 24.11.21)

Mentored students :

Organizers of the Hackathon to nominate students to reach students mentored KPI (took place on 3rd and 4th of December)

Feedback from Acceleration Shadowing participants:

- Exceptional techniques and methods.
- I particularly liked the session on communications during the PERFORM workshop.
- Everything in this session (PERFORM) was perfect. I was very impressed by the idea of an animal and a product. Mine was a hedgehog, which I tied with a hair comb.
- I really liked the information from Anna Kainova. She has extensive experience and excellent information for all of us. She clearly presented the difference between account management and customer success, stage of account management, popular customer success and much more.... perfect.
- Everything was great and I am grateful for every single moment in this Acceleration Shadowing.

Coordinated by





- All went great, made sense, was useful. Nothing to criticize.
- Quality of the content and delivery was superb.
- The frankness and openness of the Communications session were refreshing.
- I would like to especially praise the attitude of all SWG stakeholders - you were all very friendly and easy-going people who, at the same time, are great professionals in the field, which created a welcoming and relaxed atmosphere. Thank you for the opportunity to learn from the best!
- I am grateful for every day with each of the trainers. We learned extremely useful practices and methods that will be used.
- I am thankful to have learned:
 - how to strike a perfect balance between keeping up the heat, on the one hand, and a nice, positive, relaxed atmosphere, on the other. In other words, between intensity and cordiality.
 - the importance of values, norms, and culture -- as well as communication -- for running an organization (startup or accelerator)
 - good practices of giving and getting feedback.