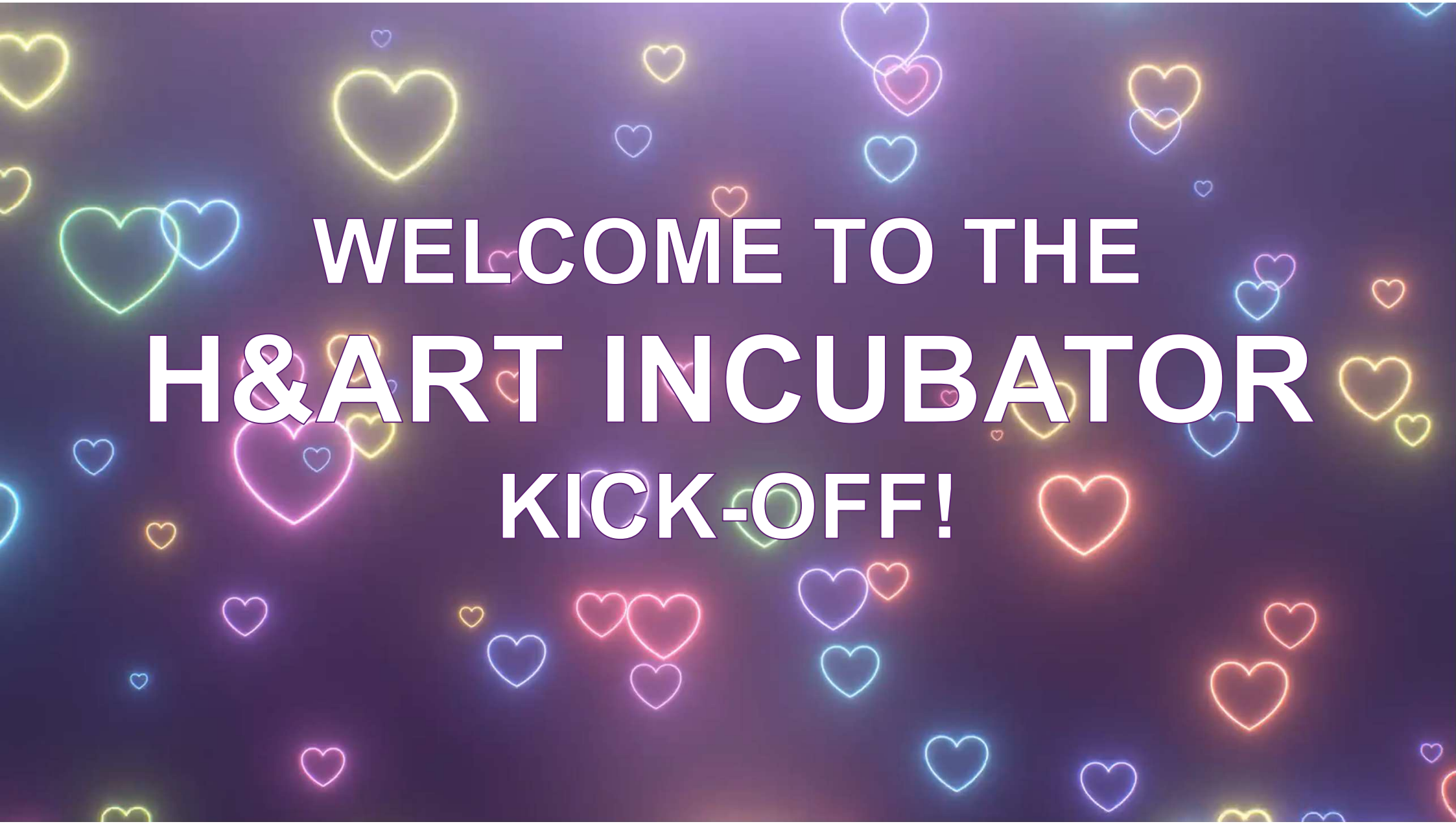

WELCOME TO THE
H&ART INCUBATOR
KICK-OFF!

Today's agenda

- Introductions
- Our incubatees – a presentation
- Why are we here? Some background
- Expectations & needs
- What's happening this autumn?
- Practicalities & questions
- Wrap-up, tour of Innovation Station

Who are here today?

- **Incubatees:** see p. 5 for details

- **Project leading & programme planning:**
- Petra Norling, Södertörn University
- Ann-Sofie Köping, Södertörn University

- **Business coaches:**
- Adrian Glinqvist, Drivhuset
- Robin Dagdeviren, Drivhuset
- Martin Q Larsson, Subtopia
- Johan Bornebusch, Innovation Station/Södertörn University

Time for an ICEBREAKER



All incubatees:

- Pair up with someone next to you
- Interview each other for 5 minutes
- Introduce your partner and their project idea – max 2 minutes

All support people:

- Individual reflection – what would you like to learn if you were an incubatee?
- Write it down on a post-it or two
- Compare your note with your neighbour

SÖDERTÖRN UNIVERSITY | STOCKHOLM
sh.se

Co-funded by the European Union

H&ART incubatees at SH 2026 – 2027

				Stage	Type of support needed									
Name	**Project Title**	**SH student?**	**1 pers /Team**	1: Ideation, 2: Validation, 3: Creation, 4: Scale-up	Mentoring	Training, WS	Networking	Access to experts	Creative spaces	Funding opportunities	IP support	Visibility	Partnerships	Internationalisation
Henrique Luiz de Freitas Benedito	*Living Garments: Augmented Reality for Fashion and Cultural Exhibitions*	No	1 pers	1	x	x	x	x		x		x	x	x
Camilla Reppen & Josefine Alfredsson	*I was here (Arkeolog8)*	Alumni	Team	4	x		x	x	x	x	x	x	x	
Dennis Boukas & Kim Magnusson	*The Creators*	No	Team	2	x	x	x	x	x	x		x		
Emma Qvist	*Limitless Birch Bark – From Industrial By-product to Contemporary Design Material*	Yes	1 pers	3	x	x	x	x	x	x	x	x	x	x
Karin Hellqvist	*RATTER*	No	Team	2	x		x	x		x		x	x	
Anna Jubro	*Neurodiversity, Mental Health & Music Education*	No	1 pers	1	x	x	x	x	x	x	x	x	x	x
Adam Hassad	*9XLIVES CREATIVE HUB*	No	1 pers	2	x		x	x	x	x			x	
Susanne Ovelius	*Let's re-imagine the places we live*	Yes	1 pers	2	x		x	x		x			x	
Claudio Calderoni	*SIX – Super Insider Experience: Activating Places as Co-Creative Agents*	No	1 pers	3	x	x	x	x	x	x	x	x	x	x
Anna Nordin	*Threshold into Meaning*	No	1 pers	1	x	x	x	x		x			x	x

A little bit of background…



- H&ART Incubator is a part of KreativEU, an Erasmus+ University Alliance focussing on culture & heritage
- 11 partner universities create common courses, research collaboration projects, innovation, think thanks, and a network of H&ART incubators
- Tasks for ”Work Package 4: Culture With and For Society”:
  - Establishing a Transnational Incubator for Heritage & Art with 11 national branches *
  - Promoting an entrepreneurial mindset among students, staff and incubatees
  - Collaboration with associated partners and stakeholders

* *In Portugal, Poland, Sweden, Poland, the Netherlands, Germany Czechia, Slovakia, Bulgaria, Romania and Türkiye*

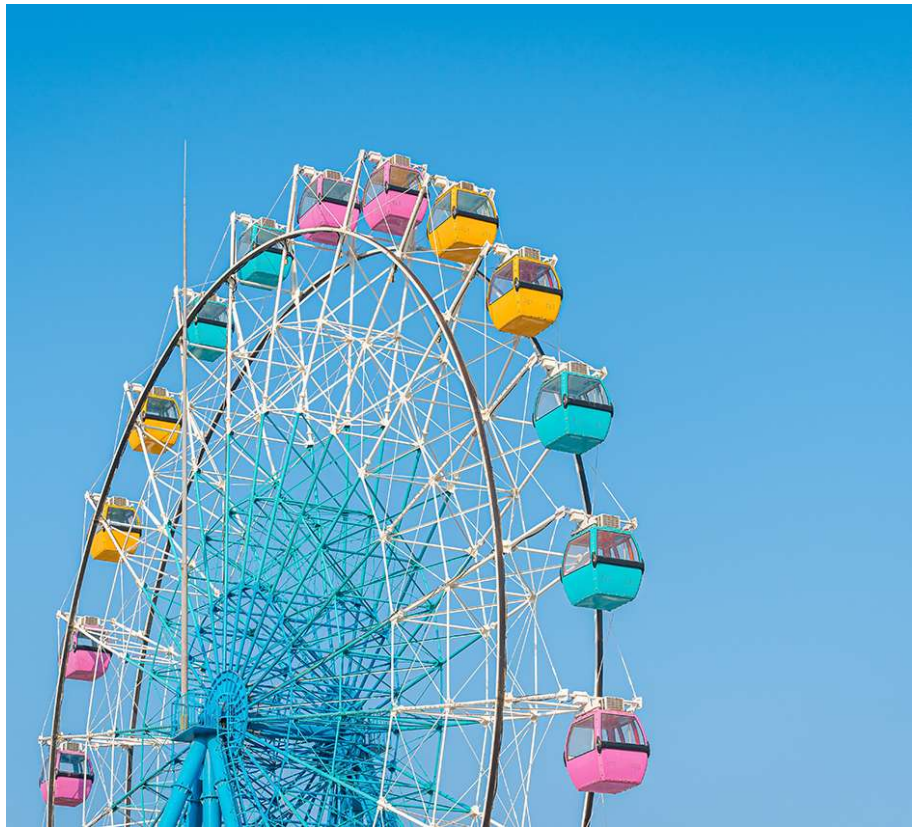
SÖDERTÖRN UNIVERSITY | STOCKHOLM
sh.se

Co-funded by the European Union

What to expect – and what's expected

- Focus on individual needs initially
- Everyone co-create the content
- H&ART provides the conditions – incubatees choose what to do with it
- High potential, but also a high level of uncertainty regarding practical issues

We´re inventing the wheel as we go – and we love to have you on board!



Co-funded by the European Union

What happens this autumn?

- Inauguration of H&ART – Sep 16
- Pitch workshop – Oct 6
- Portfolio workshop – Oct 15
- Boot Camp (game developers)
- Open House for ideas – Nov 24
- Christmas Craft & Mingle – Dec 10
- Inspiration Breakfasts, Station X, Play Tests… more info will come
- Individual coach and mentor sessions
- Tailor-made workshops for H&ART & others



Co-funded by the European Union

Some practicalities…

- Access cards
- Incubatee agreements
- Communication channels
  - Petra will set up a WhatsApp group
  - Calendar and incubatee profiles on InnovationStation.se
- Mentor and coach match-making

- Any last questions…?



SÖDERTÖRN UNIVERSITY | STOCKHOLM
sh.se
Co-funded by the European Union

H&ART Incubator



SÖDERTÖRN UNIVERSITY | STOCKHOLM
sh.se

Co-funded by the European Union

KreativEU
Knowledge & Creativity European University