

techstars_
Startup Weekend
Changemakers
Richmond

February 20 - 22, 2026

Robins School of Business, University of Richmond

Public Meetups	Activity	Note	Location
Thur. Jan. 15th 6:00PM	Virtual Info Night	Q&A for New Participants & Volunteers	Zoom
Tues. Jan. 20th 5:00PM	Chesterfield Economic Development	Q&A for New Participants & Volunteers	Chesterfield Economic Development Offices
Tues. Jan. 27 6:00PM	Mentor Orientation	Guide mentors - expectations on new teams, competition rubric, and prep / encouragement.	Zoom
Mon. Feb. 2 at 6pm	Information Session - VCU & City of Richmond	Q&A for New Participants & Volunteers	SHIFT Retail Lab, VCU
Fri. Feb. 13 6:00PM	Information Session - Henrico & Hanover	Q&A for Potential Attendees	Zoom

Pre-Launch Discussions	Activity	Note	Location
Fri. Feb. 20			

11:30AM - 12PM	Lunch & Networking	Robins Entrepreneur Series	EY iLab, room 123
12:00PM - 1:00PM	Intellectual Property Law	Jonathan Link, U.S. International Trade Commission	EY iLab, room 123
2:00PM - 4:00PM	Lego Serious Play & Mindful Design	Andrew Ilnicki, University of Richmond & Thurmond Alford	Innovation Studio, Boatwright Library 4th Floor
4:00 PM	Early Registration	Tower Atrium	Main Entrance, Robins School of Business
4:00PM - 5:00PM	Pre-Launch with NASA	Katrina Young, NASA and their IP Portfolio to License	EY iLab, room 123
5:00PM - 5:45PM	Pre-Launch with the Federal Reserve System	Sonya Wadell, Federal Reserve Bank of Richmond on Economic Conditions for New Business	EY iLab, room 123

Startup Weekend Launch	Activity	Note	Location
Fri. Feb. 20			
5:30PM - 6:30PM	Welcome Reception	Arrive at Ukrop Auditorium with 3D Printing & Virtual Reality Exhibition	Moelchert Commons
6:30PM - 10:00PM	Introduction & Pitch Fire	Decide which team to join. Attract others to your team.	Ukrop Auditorium
Sat. Feb. 21			
10:00AM	How to Win	Review the judging criteria, hear from past winners, and get started!	Moelchert Commons

		Teams submit team members names. Mentor check-in.	Final cut-off for team participants.	n/a
11:30AM				
1:00:00 - 2:00 PM	Keynote Speaker & Lunch	Dr. Joel Mier the Netflix Journey and Product Innovation	Ukrop Auditorium	
2:30 PM	Afternoon Announcement	Updates and		Moelchert Commons
2:45 - 3:30 PM	Design Thinking Workshop	What assumptions do I need to get right?		EY iLab
2:45 - 3:30 PM	Lean Canvas Workshop	Establishing a business model, quickly		Room 120
3:30 - 5:00 PM	Mentor Visits	Mentors are assigned teams. Teams meet with mentors in their respective work space.		EY iLab
4:00 - 4:45 PM	Service Design Workshop	3) Service Design - Preparing to Map the Customer Journey		EY iLab
4:00 - 4:45 PM	Startup Finance Workshop	4) Startup Finance - Describing revenue streams and		Room 120
4:00 - 4:45 PM	Bookeeping & Back Office Workshop	planning to fund the venture		
4:00 - 4:45 PM		Founder accounting and recordkeeping		To be Announced
7:00PM	Mindfulness & Evening Wrap-Up	Opportunities to decompress, ask for help, and offer encouragement.		To be Announced
Sun. Feb. 22				
10:00 AM	Nail the Competiton Pitch	Focus on presentation and time management, tech check, and stage presence with Malliron.		Moelchert Commons

Additional Mentoring Sessions			
12:00PM - 1:00PM		Teams seek out additional mentor time, as needed.	Team Workspaces & Virtual
1:00PM - 2:00PM	Lunch Block	Enjoy some great food to fuel your journey!	Independent
2:00PM-4:00PM	Work	Teams work on their pitch story and slide deck	Team Workspaces
4:00PM	Final Submission Deadline	Reminders & coordination	EY Lab for issue checks (35)
5:00PM	Competition Kick-off	Audience, teams, judges gather for the final presentations and competition	Ukrop Auditorium
7:45PM	Event wrap-up, celebration, and networking	Light reception, networking & exit	Moelchert Commons
Mon. Feb. 23			
10:00AM	Winners Debrief	Discuss the prizes, promotions, consulting services, and other benefits including speaking at the Robins Entrepreneur Series on Fri. Feb. 27th.	Zoom Session