

**techstars\_**  
**Startup Weekend**  
**Changemakers**  
**Richmond**

**February 20 - 22, 2026**

**Robins School of Business, University of Richmond**

<b>Public Meetups</b>	<b>Activity</b>	<b>Note</b>	<b>Location</b>
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

<b>Pre-Launch Discussions</b>	<b>Activity</b>	<b>Note</b>	<b>Location</b>
<b>Fri. Feb. 20</b>			

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 Fri. Feb. 20	Activity	Note	Location
5:30PM - 6:30PM	<b>Welcome Reception</b>	Arrive at Ukrop Auditorium with 3D Printing & Virtual Reality Exhibition	Moelchert Commons
6:30PM - 10:00PM	<b>Introduction &amp; Pitch Fire</b>	Decide which team to join. Attract others to your team.	Ukrop Auditorium

### Sat. Feb. 21

10:00AM	<b>How to Win</b>	Review the judging criteria, hear from past winners, and get started!	Moelchert Commons
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11:30AM	Teams submit team members names. Mentor check-in.	Final cut-off for team participants.	n/a
1:00:00 - 2:00 PM	<b>Keynote Speaker &amp; Lunch</b>	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	<b>Design Thinking Workshop</b>	What assumptions do I need to get right?	EY iLab
2:45 - 3:30 PM	<b>Lean Canvas Workshop</b>	Establishing a business model, quickly	Room 120
3:30 - 5:00 PM	<b>Mentor Visits</b>	Mentors are assigned teams. Teams meet with mentors in their respective work space.	EY iLab
4:00 - 4:45 PM	<b>Service Design Workshop</b>	3) Service Design - Preparing to Map the Customer Journey	EY iLab
4:00 - 4:45 PM	<b>Startup Finance Workshop</b>	4) Startup Finance - Describing revenue streams and planning to fund the venture	Room 120
4:00 - 4:45 PM	<b>Bookeeping &amp; Back Office Workshop</b>	Founder accounting and recordkeeping	To be Announced
7:00PM	<b>Mindfulness &amp; Evening Wrap-Up</b>	Opportunities to decompress, ask for help, and offer encouragement.	To be Announced

**Sun. Feb. 22**

10:00 AM	<b>Nail the Competiton Pitch</b>	Focus on presentation and time management, tech check, and stage presence with Malliron.	Moelchert Commons
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12:00PM - 1:00PM	<b>Additional Mentoring Sessions</b>	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	<b>Final Submission Deadline</b>	Reminders & coordination	EY Lab for issue checks (35)
5:00PM	<b>Competition Kick-off</b>	Audience, teams, judges gather for the final presentations and competition	Ukrop Auditorium
7:45PM	<b>Event wrap-up, celebration, and networking</b>	Light reception, networking & exit	Moelchert Commons

**Mon. Feb. 23**

10:00AM	<b>Winners Debrief</b>	Discuss the prizes, promotions, consulting services, and other benefits including speaking at the Robins Entrepreneur Series on Fri. Feb. 27th.	Zoom Session
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