

# PLANIT26

## CALENDAR

All the moments that matter for tech start-ups  
and scale-ups in the year ahead and how you  
can capitalise on them.

# JANUARY



THE FRESH CAPITAL WINDOW

**Many VCs reset and allocate budgets in Q1.  
Strong narrative work here gets  
disproportionate attention.**

*The perfect time to refresh  
your pitch & sharpen your story.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun	
			NEW YEAR'S DAY	1	2	3	4
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

# FEBRUARY

BUDGET SEASON PREP (UK)



The March Budget shapes incentives for R&D, investment, hiring and growth.

*Plan your comms around funding, hiring or expansion tied to announced incentives.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

# MARCH

UK SPRING BUDGET & HIRING PEAK



**Budget announcements + the biggest pre-Easter hiring and talent movement window.**

*The ideal moment to land thought leadership or brand campaigns to attract talent.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# APRIL

NEW RULES KICK-IN



Regulatory and tax-year shifts  
begin with data, privacy,  
employment law,  
AI governance and  
growth updates.

*Get ahead - communicate your updates  
early and confidently.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
		1	2	GOOD FRIDAY 3	4	5
EASTER MONDAY 6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

# MAY

FOUNDER VISIBILITY SEASON



**Pre-summer is peak conference, award and media season.**

*If you want your founder featured, this is the sprint window.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun	
					1	2	3
UK HOLIDAY	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
UK HOLIDAY	25	26	27	28	29	30	31

# JUNE

FUNDING HALF-TIME



**Half-year investor reviews  
define who gets  
second-half attention.**

*Clear, credible metrics matter more  
now than at any other point.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

# JULY

TECH & CULTURE CONVERGENCE



**Summer festivals + cultural moments  
(sports, music, arts) are prime real-world  
storytelling inflection points.**

*Category creators can hijack cultural  
attention cheaply and creatively.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# AUGUST

PLANNING SEASON STARTS



**Quiet externally but boards, CFOs and CMOs start to shape 2026/27 budgets.**

*This is when your story should land on the right desks.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
UK HOLIDAY 31						

# SEPTEMBER

RETURN OF THE MONEY



Every investor, journalist and customer is "back on". This is the biggest month for announcements.

*Launch products, fundraises and major news here for maximum reach.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
	1	2	3	4	5	6
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

# OCTOBER

REGULATION & RISK MONTH



**EU/UK AI regulations, safety standards and reporting rules all sharpen toward year-end.**

*A good moment to lead with clarity while competitors scramble.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# NOVEMBER

COMMS PRESSURE TEST MONTH



**Media appetite is high; markets assess annual performance; investors make next-year bets.**

*A strong narrative will net higher valuation.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
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2	3	4	5	6	7	8
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

# DECEMBER

DEALS AND DECISIONS



**Last-minute landgrab: smaller M&A,  
early fund closes, board approvals and  
new-year planning sign-offs.**

*The founders who finish the year loudest  
start the new year fastest.*

Mon	Tues	Weds	Thurs	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	CHRISTMAS DAY 25	26	27
UK HOLIDAY 28	29	30	31	NEW YEAR'S DAY 2027	1	2
						3