



## EXPLORE ENTREPRENEURSHIP (VU)

### PhD Course 2023

Are you curious about entrepreneurship and do you want to know what it takes to start your own company? Sign up for the Explore Entrepreneurship program: a two-day entrepreneurship program initiated by Vrije Universiteit Amsterdam (VU), Innovation Exchange Amsterdam (IXA) and executed by ACE Incubator (ACE). The program offers a unique opportunity to learn the basics of venture creation and to explore ways to transform your innovation into a business idea. The program is open to PhDs at Vrije Universiteit Amsterdam and teams will be formed during the program.

### THE PROGRAM

The 2-day Explore Program includes;

- Ideation session,
- Lean Startup methodology session;
- Funding opportunities session;
- Meet the founder session
- Pitch Competition with a jury of experts

### DETAILS

**Program:** 2-day program

**Dates:** 29th March & 5th April 2023

**Time:** 9.00-17.15

**Location:** VU NU Building (De Boelelaan 1111)

**Attendance:** is required on all days

**Credits:** 1.5 ECTS

Free for VU  
researchers

### FOR WHOM

We welcome PhDs at Vrije Universiteit Amsterdam (VU) to register for the course.

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**Deadline for registration:  
10th March 2023**



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## The Program

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### DAY 1

- Welcome & introduction
- Entrepreneurship: what is it all about?
- How to come up with a (startup) idea
- Lean Startup and Business Model Canvas (BMC)
- Pitching a Business idea: tips & tricks

### DAY 2

- Commercializing emerging technologies
- Meet the founder - An inspiring story of a successful entrepreneur
- How to validate your (business) idea
- Funding opportunities and types of incorporation.
- Pitch Competition



“The program offered great tools to make my ideas more concrete. It was inspiring, stimulating and sometimes confrontational, all in a positive sense!”  
- Meike Korpershoek