



# EXPLORE ENTREPRENEURSHIP (VU)

## PhD Course 2022

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:** November 9th & 16th, 2022

**Time:** 9.00-17.15

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

**Attendance:** is required on all days

**Credits:** 1.5 ECTS

Free for  
researchers

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## FOR WHOM

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



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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