



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

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