



ENTREPRENEURSHIP IN HUMANITIES

AN INTERACTIVE PROGRAM FOR STUDENTS IN HUMANITIES

Are you curious about entrepreneurship but do not have a concrete startup idea yet? Or do you believe your research could be transformed into a business case but you don't know where to start? Entrepreneurship in Humanities is a program that will allow you to experience all the challenging aspects of starting a company. Learn how to launch your own venture by joining interactive lectures, taking part in workshops and listening to real-life stories from startup founders.

PROGRAM FORMAT

Three afternoons filled with interactive lectures followed by hands-on exercises teaching you how to put theory into practice. The program will challenge you to come up with your own startup idea, develop a business case and pitch it to the expert jury panel.

FOR WHOM

Students, alumni and staff members of the Faculty of Humanities who are interested to learn about entrepreneurship.

YOU WILL LEARN

- What it takes to be an entrepreneur
- How to translate innovation into a feasible business idea
- How to validate your startup idea
- How to pitch an innovative concept

FACTS

DATES

March 4 & 11, 2019

LOCATION

Binnengasthuisstraat 9
1012 ZA Amsterdam

COSTS

Fully sponsored

LANGUAGE

English and Dutch

SIGN UP

If you want to sign up for this program, please send an email to Vera Wolf at v.wolf@uva.nl.

PROGRAM OUTLINE

DAY 1 DAY 2 DAY 3

- Meet an entrepreneur: Sandra Ballij, founder of Ctalents
- What it takes to be an entrepreneur

- Meet an entrepreneur: Emily de Valk, founder at AimAtArt
- Lean canvas: mapping your business idea
- Problem validation: how to validate your business idea

- Meet an entrepreneur : Hans Brouwer, CEO at Massive Music
- Pitching a business idea: tips & tricks
- Pitching business ideas to an expert panel

FEEDBACK FROM PREVIOUS PARTICIPANTS:

“ BEFORE PARTICIPATING IN THE PROGRAM, I DIDN'T HAVE ANY IDEA ABOUT THESE OPPORTUNITIES! ”

“ ALL STUDENTS SHOULD ATTEND A WORKSHOP LIKE THIS! ”

“ THIS PROGRAM OFFERS A LOT OF USEFUL INFORMATION, ESPECIALLY FOR SOMEONE NEW TO THE FIELD OF ENTREPRENEURSHIP. ”

Entrepreneurship in Humanities is an initiative of ACE (Amsterdam Center for Entrepreneurship) and Amsterdam Venture Studios Humanities.

QUESTIONS?

For any questions, please feel free to reach out to Vera Wolf at: v.wolf@uva.nl.

