



## INSPIRE: ENTREPRENEURSHIP COURSE

### THREE-DAY PROGRAM FOR RESEARCHERS (INCL. PROFESSORS, POSTDOCS, PHD'S, TECHNICIANS & MSC STUDENTS)

Are you curious about entrepreneurship and do you want to know what it takes to start your own company? ACE Incubator presents a unique entrepreneurship program in collaboration with the University of Amsterdam (UvA) and Innovation Exchange Amsterdam (IXA). The program offers you a unique opportunity to learn the basics of venture creation and pick your brains on potential business idea in the fields of science & technology.

### PROGRAM FORMAT

Three days of interactive lectures and workshops followed by hands-on exercises teaching you how to put theory into practice. In addition, you will get to hear insights of venture building from experienced entrepreneurs. The dates of the program are September 23, September 30 & October 7, 2020. The program takes places from approximately 09h00 to 13h00 on all days.

### FOR WHOM

For students, researchers, PhD's, staff members, researchers, technicians and post-docs affiliated to a knowledge institute in Amsterdam. To participate, it is not required to have a startup idea, We will challenge you to have one in the end. No prior preparation is needed.

### YOU WILL LEARN

- The essential steps of starting an innovative company;
- How to define a value proposition and business model of your idea;
- Ways to access markets with a business idea;
- How to pitch an innovative concept;
- What is needed to become an entrepreneur.

## FACTS

### DATES

Dates: November 19, 26 & December 3 2020

Times: 09h00 - 13h00 (approx.)

Attendance is required on all days.

### LOCATION

Online via Zoom

### COSTS

Fully sponsored by IXA / IXAnext

### LANGUAGE

English

### APPLY AT:

[www.f6s.com/inspireentrepreneurshipcoursenov/](http://www.f6s.com/inspireentrepreneurshipcoursenov/)

## PROGRAM OUTLINE

# DAY 1 DAY 2 DAY 3

### TURNING IDEAS INTO BUSINESS

- Ideation process
- Lean startup principles and lean canvas

### VALIDATION AND PITCH TRAINING

- Validate your business idea
- Pitching a business idea: tips & tricks

### COMMERCIALIZATION AND PITCHING

- Commercializing emerging technologies
- Meet likeminded founders
- Pitch your business to an expert panel

## FEEDBACK FROM PREVIOUS PARTICIPANTS:

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

“ ALL PHD CANDIDATES SHOULD ATTEND A WORKSHOP LIKE THIS! ”

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

Explore Entrepreneurship program is initiated by IXA at UvA and executed by ACE (Amsterdam Center for Entrepreneurship)

### ABOUT IXA AND ACE

Innovation Exchange Amsterdam (IXA) is the knowledge transfer office of the Amsterdam universities. Amsterdam Center for Entrepreneurship (ACE) is the university incubator for UvA, VU, HvA and Amsterdam UMC.

### QUESTIONS?

Contact Daniela Redondo Velez at: [daniela@ace-incubator.nl](mailto:daniela@ace-incubator.nl)

