

Business Development Course

15 & 29 October, 4 November 2019 | Leeuwarden, The Netherlands

“The Business Development Course is an excellent way to start your entrepreneurial journey and provides you with the basis of a lean startup method. I highly enjoyed the course. As winner, I was able to continue developing my entrepreneurial skills in the EIT Greenhouse programme.”
Wokke Wijdeveid (PhD researcher at Wetsus and entrepreneur at ViviMag)

Research and business connected

Our society is facing challenging and complex water problems that need to be addressed urgently, such as access to safe drinking water, wastewater, (industrial) pollution and the rising sea level due to global warming.

There's no doubt that you, in your role as an MSc student, (PhD) researcher or professional, are key to solving these issues. However, if you want to develop innovative ideas, valorize your knowledge, and implement solutions, you need to make the connection between your expertise and demands in the market and in society.

High impact on society

This Business Development Course supports you in making this match with the help of expert trainers in the field of innovation and business development. You will learn how to turn your knowledge into value and have a high impact on society. Our approach is to act as guides.

Extra value for your research degree

The Business Development Course supports you to turn your research and innovative ideas into value by creating a practical application of your knowledge into society. The course will be completed with a pitch session and the winner will be admitted to the Climate-KIC Greenhouse program including a grant of 2.500 Euro and additional business coaching worth 2.500 Euro.

Objectives

We train MSc students, (PhD) researchers and professionals:

- in finding market demands and opportunities for water related challenges;
- in marketing and how to connect to business in the water sector;
- to boost an entrepreneurial spirit and a more innovative attitude;
- to transfer their knowledge into business opportunities (valorisation).

Program

We start with a homework assignment on **2 October** about personal purpose, vision, mission and trends.

There will be 3 training days at the WaterCampus in Leeuwarden on **15 & 29 October** and **4 November** (from 13h-21h). The venue is Business Centre Johannes de Doper, Agora 4, 8934 CJ Leeuwarden. Furthermore, your time investment for home work will be around 2 hours a week, during 4 weeks.

Information & Application

This course is sponsored by Wetsus, WaterCampus Leeuwarden and Climate-KIC.

The remaining registration fee is 100 Euro. For more information about this course and to register, please contact Marco de Graaff (Marco.deGraaff@wetsus.nl).

Deadline for application: 9 September 2019.

Program

2 October

Start homework assignment: personal purpose, vision & mission & trends in society.

15 October | 13.00–21.00

Business Development Process, Problem definition & Stakeholder Analysis.

Willemijn Brouwer

Inspiration & Reflection

Corina Carpentier

29 October | 13.00–21.00

Stakeholder Feedback, Business Model Canvas & Minimum Viable Product.

Willemijn Brouwer and Sybrand Metz

Inspiration & Reflection

Start-ups and peers

4 November | 13.00–21.00

Finalizing Business Idea, Pitch Training & Pitch before Stakeholder Jury.

Bart Joling

Inspiration, Closing Ceremony & Drinks

Start-ups, trainers and peers

Sybrand Metz is CTO of Metalmembranes and former scientific project manager at Wetsus where he was involved in a variety of membrane related research fields.



He has a high interest on combining excellent science with practical commercial relevance.

Corina Carpentier is CEO of Sensileau and knows from her own experience what it is means to be a start-up entrepreneur in the water industry. She will share her knowledge and illustrate the value of expert support networks in order to establish a successful business.



Willemijn Brouwer is a creative facilitator. Her company Williswijs is based on the concept 'creativity is the cause and innovation is the consequence'. She strives to let people find their own creativity and talent to boost innovation, by making use of creative elements.



Bart Joling is CEO and marketing strategist at Ten Stripes. His goal is to help your sustainable business idea to the next strategic level. At the end of Bart's workshop, you will have all the input for your best pitch ever. And that is a promise!



About Wetsus

Wetsus, European centre of excellence for sustainable water technology, is a facilitating intermediary for trendsetting know-how development. Wetsus creates a unique environment and strategic cooperation for development of profitable and sustainable state of the art water treatment technology. The inspiring and multidisciplinary collaboration between companies and research institutes from all over Europe in Wetsus results in innovations that contribute significantly to the solution of the global water problems. Wetsus' scientific research program is defined by the private and public water sector and conducted by leading universities.

www.wetsus.nl

About WaterCampus Leeuwarden

WaterCampus encourages cooperation between (inter)national businesses, educational institutes and governments within the water technology sector, in order to create synergy for world class innovation, education and entrepreneurship. This strengthens the global position of the European water technology sector. Additionally, WaterCampus offers a unique research infrastructure, and is a meeting point for scientists and companies from all over Europe. The three managing partners within the WaterCampus are Wetsus, Water Alliance and CEW.

www.watercampus.nl