

## PhD and PDEng Course

### ***Innovation Camp:***

***Bootcamp for entrepreneurial ideas and new business for energy, mobility and smart cities.***

November 28 – December 9, 2016

Eindhoven University of Technology, The Netherlands.

### **Course objective and topics covered**

Present day energy and mobility systems are under high pressure for change due to issues like resource depletion and air pollution. How can we link to these changing markets and create new business that will transform these systems and create the smart cities of tomorrow?

It all starts with innovative technologies, however they are useless unless they become enacted in the market, ideally leading to new business creation. Thus, next to an innovative technology it is essential to have an entrepreneurial mindset. However, engineers are usually not trained for this. After completion of this course you will obtain the necessary basic knowledge, tools and skills for commercializing new transformative technologies as part of a large organization or on the basis of your own company.

During a series of creative and interactive sessions you will learn the following topics that you will apply to your own project:

- Identifying market opportunities
- Business model design
- Innovation ecosystem orchestration
- Pro's and con's of the lean start-up approach vs. the classic business plan
- Marketing for new ventures
- Team building and management in new ventures
- Financial statements
- Continuation, up-scaling and exit strategy of new ventures
- Legal issues: protection of the business idea and dealing with governmental subsidies and regulations
- Entrepreneurial skills development

These will be further exemplified using case studies and scientific readings from the field as well as guest lecturers from entrepreneurs and managers and company visits. You will also closely interact with peer students from various technical backgrounds.



## Tuition fee

The costs for the two weeks course are €1500 including teaching materials, excursions, and a welcome and closure dinner. The tuition fee for students of KIC InnoEnergy PhD School, Smart Buildings and Cities PDEng program, and SELECT+ PhD School will be covered by their respective programs.

## Who can apply?

The course is open for PhD and PDEng students with a technical/engineering background (e.g. mechanical engineering, chemical engineering, electrical engineering, building and construction engineering, computer science, physics, etc) from EuroTech Universities in Europe, 4TU's from the Netherlands, KIC InnoEnergy PhD School, Smart Buildings and Cities PDEng program, and SELECT+ PhD School. Topic affiliation with mobility or energy, or smart cities is particularly encouraged. We can host a maximum of 30 students.

## Interested in joining? Apply now!

Send an email with your CV and short motivation as well as a short description of your project (1 A4) to [innovationcamp@tue.nl](mailto:innovationcamp@tue.nl) before October 28, 2016.

