



The Innovation Bootcamp

Shaping entrepreneurial ideas for sustainable energy, mobility and smart cities

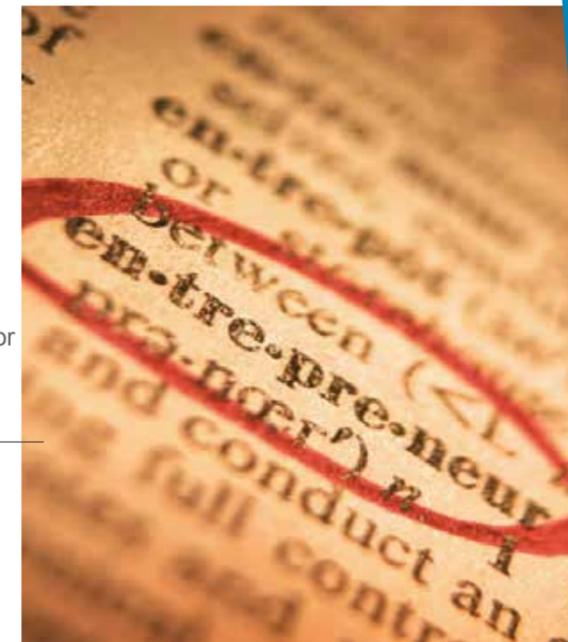
Organized by the ITEM group of the School of Industrial Engineering at Eindhoven University of Technology in cooperation with EuroTech Universities.

Who can apply?

This course is specifically designed for students in a PhD or PDEng program 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 that want to improve their entrepreneurial and innovation skills. Topic affiliation with mobility or energy, or smart cities is particularly encouraged.

Organization and further information:

Dr. Boukje Huijben, Course Lecturer
Frederieke Baas-Kappe, Course Coordinator
innovationbootcamp@tue.nl



ADMINISTRATIVE DETAILS

Costs

The participation fee is €1500 and includes participation to the workshops, course materials, and an opening and closing course dinner. Students are requested to make their own hotel arrangement. For students of EuroTech universities no participation fee is required, and their accommodation and travel costs will be reimbursed by their own universities.

Credits 5 ECTS

Participants max. 35

Additional information and enrollment

Interested students should apply no later than September 18, 2017. Should there be more than 35 applications, a careful selection will be conducted by the lecturers. Graduate students of EuroTech universities are given priority access, if (a) the student applies before the enrollment deadline and (b) his/her supervisor supports this application. The following documents should complement each application: your CV, a motivation letter, a letter of recommendation of the applicant's local faculty supporting the application and a short summary (A4) of your PhD/PDEng project. You can enroll in the course by sending an email with your personal details (name, address, affiliation) and the required documents attached to innovationbootcamp@tue.nl

October 16 - 27, 2017

Eindhoven University of Technology

LEARNING OBJECTIVES AND PROGRAM

Learning objectives

After following this course you are able to transform technical ideas into business by:

- Identifying market opportunities
- Designing the right business model for your technological innovation
- Orchestrating an innovation ecosystem for your project
- Assessing the advantages - and disadvantages - of the 'lean' start-up approach and business plans
- Developing marketing strategies for a new business
- Building, managing and leading teams in a new business
- Preparing and producing financial statements
- Growing and up-scaling a business - and planning an exit strategy
- Managing legal issues, including IP rights protection, governmental subsidies and regulations
- Developing your entrepreneurial skills.

Added extra's

Lego Serious Play tool for stimulating creativity, assessing how your idea fits into a bigger picture and ideating future scenarios.

Plenty of networking opportunities with organizations from the TU/e network.

Coinciding with Dutch Design Week in Eindhoven, attending the Innovation Bootcamp gives you a chance to attend this major national and international event and check out the streams on sustainability and smart cities.

INVOLVED LECTURERS

- **Ed Nijssen** is Professor of Marketing at the School of Industrial Engineering of Eindhoven University of Technology
- **Jan Smits** is Professor of Law and Technology at the School of Innovation Sciences of Eindhoven University of Technology
- **Marco da Rin** is an Associate Professor of Finance at the Department of Finance at Tilburg University
- **Theresa Treffers** is an Associate Professor in Entrepreneurship at Munchen University of Technology
- **Vincent Merk** is a Senior Lecturer in Intercultural Management at Eindhoven University of Technology
- **Boukje Huijben** is an Assistant Professor of Sustainable Business at the School of Industrial Engineering of Eindhoven University of Technology
- **Madis Talmar** is a PhD candidate at the School of Industrial Engineering of Eindhoven University of Technology who has specialized in Innovation Ecosystems and has extensive experience as a Lego Serious Play Facilitator.

How you learn

The goal of the course is to help you think outside your lab and realise the commercial potential of your research. So don't expect too many traditional classroom-based lectures! The Innovation Bootcamp focuses on giving you practical exercises, and applying lessons to your own research project – as well assessing, reflecting and learning from your classmates' work

During the course you are asked to develop your own action plan. We call it a 'travel guide' because it is a personalised guide to taking your project forward and achieving tangible, actionable results. You finish the travel guide once you have completed the course.

The final session is a pitching session to internal and external judges, where you apply what you've learnt and convince the judges of the value of your project. Jury members include managers with board-level experience at large international and national organisations, such as Philips and Eneco.

It's all supported by the latest scientific thinking on innovation and entrepreneurial management, with insights from leading scholars into sustainable business models, ecosystems, innovative companies and more.

visit www.item-eindhoven.org
for more information

ABOUT ITEM GROUP

The Innovation, Technology Entrepreneurship & Marketing (ITEM) group is part of the department of Industrial Engineering & Innovation Sciences at Eindhoven University of Technology. The group focuses on New Product and Business Development Processes and is one of the leading groups in the world in terms of quality, impact, productivity and societal relevance. The program emphasizes means for measuring and improving the process of conceiving, developing, and launching new products and ventures.

PREVIOUS PARTICIPANTS

"Great work! Keep it up! Really congratulate the organisers for the energy and the format. I am overall highly satisfied. Thank you for everything."

"What did I like most? Lego, intercultural interaction, dynamic, large variety of experiences of the teachers, excellent organisation."

"I really liked the energy of the group with international students who were very friendly. And overall, the course set-up was clear and interesting. A good mix of lectures and activities."

ABOUT EUROTECH

Danmarks Tekniske Universitet (DTU), École Polytechnique Fédérale de Lausanne (EPFL), Technische Universiteit Eindhoven (TU/e) and Technische Universität München (TUM) have recently jointed forces in a strategic alliance, called EuroTech. This alliance of the EuroTech universities will serve as the basis for further growth and encourage entrepreneurship and innovation research as a core scholarly discipline in European universities of technology.

The organization retains the right to cancel the course up to September 20, 2017, in that case participants will be reimbursed for their registration fee. Registrant cancellations made before September 23, 2017 will be reimbursed minus 25% of the total registration fee. No reimbursement on registrant cancellation will be possible after that date.

