

E4S 2017

Greenoffice Wageningen & StartLife



Content of the programme	Who?	Week
1. Open walk-in; E4S information evening; CEI Launch What does it exactly mean - 'entrepreneurship'? How can entrepreneurship contribute to a sustainable future? What is Entrepreneurship 4 sustainability? What is circular economy? What is not only for profit? RESULT: participants confirmed and extra Sign-up direct after Open walk-in event, through email, through facebook	StartHub Coaches Circular Economy Initiative IBESS Sustainable StartUp's (Mycocycling, smart farming, Zipdrill etc)	12 (22/3) 17-21 hrs
2. Creativity workshop: Generation of ideas on how to enhance sustainability in Wageningen. Focus on creating napkin sketches of ideas Provide tools & methods op talking to customer/target groups RESULT: Idea's selected and teams formed	Bart Doorneveert (tbc)	13 (27/3) 19-22 hrs
3. Coaching session Introduction to the 3P business model canvas, basics of peer coaching discuss idea's and business models, create team tasks and set actions RESULT: idea's and teams confirmed Teams have action plan	StartHub Coaches	14 (3/4) 17-19 hrs
4. Guest Speaker: expert in creating cross-overs between large corporations, policy and start-ups to solve today's challenges and create new business opportunities. RESULT: get inspired by an example, implement best practices	Guest Speaker	15 (10/4) 17-19 hrs
5. Coaching session: Discuss communication strategies RESULT: create your customer and partner communication strategy	StartHub coaches StartHub Experts / Tessa Weber	17 (24/4) 17-19 hrs
6. Coaching session: Develop your canvas	Thomas van den Boezem (StartLife) StartHub coaches / student board	18 (1/5) 17-19 hrs
7. Pitching and Mobilizing people and resources Pitch training basics, 2-3 examples RESULT: Build your pitch	Gitte Schober (StartLife)	19 (8/5) 17-19 hrs
8. Coaching session: Check on canvas RESULT: Selection of pitches for the finals, exercise pitches	StartHub coaches Rabobank (tbc)	21 (22/5) 17-19 hrs
9. Pitching/finals Winner: ticket for summer bootcamp 2016 and €1000,- start-up money Runner-up: FabLab workshop and prototyping / app crash course Certificates Jury - experts, startup's, StartLife, StartHub	StartHub / StartLife	22 (29/5) 17-21 hrs
Optional: coaching support to realise ideas	StartLife / StartHub	