



## I&E Awareness & orientation track: how to create an idea



**Participant Target:** PhD student who doesn't have the ambition to develop an entrepreneurial or intrapreneurial project on an immediate basis.

**Entry requirements:** no entrepreneurship previous knowledge requested

**Learning Approach:** Learning by doing

**Duration:** April - December

**ECTS equivalence:** 15

### What you will learn during this programme

The I&E "Awareness and Orientation Track - How to create an idea" is the first year part of the 2 years long "Awareness and Orientation Track" for Manufacturing PhD students. During this first year programme, PhD students will deepen knowledge and skills on technologies and processes for innovation in the Manufacturing sector and they will learn and practice how to define a problem and develop a business idea to solve it, with a sustainable and ethical approach. More information available in the dedicated brochure.

### Innovation focus in 2022: GREEN Manufacturing

#### Calendar 2022

##### April 2022 (1 ECTS)

###### Welcome ceremony

###### Seminar:

- self-discovery phase and team discovery
- leadership & team performance

###### Webinars:

- Context Mapping

##### May 2022 (0,75 ECTS)

###### Webinars:

- Exploration mapping
- Manufacturing and industrial insights and tendencies
- Problem definition

##### June 2022 (0,5 ECTS)

###### Webinars:

- Design research
- Value proposition & design challenge

###### 29th Summer school starts



###### Summer symposium

##### 1-15 July 2022 (5,5 ECTS)

- Seminars about scientific cutting-edge research methods for Green Manufacturing
- Design research bootcamp
- Hackathon event: bridging exploration and ideation
- Networking event

##### 12-30 Sep 2022 (0,5 ECTS)

###### Webinars:

- Recap exploration
- Creativity and ideation skills

##### Oct 2022 (0,75 ECTS)

###### Webinars:

- Ideating and designing with a sustainable, social and ethical mindset
- Technology as a driver for solution design
- Prototyping

##### Nov 2022 (4 ECTS)

###### Webinars:

- User vs customer
- Business model design
- Differentiated value

###### 21-30 Winter school



- Seminar protecting your business through IPR
- Creativity & ideation bootcamp
- Seminars (optional): PSS for Green Manufacturing

##### 1-15 Dec 2022 (2 ECTS)

###### 1-2 Winter school (continuation)

- Workshop: Pitching
- Pitch event
- Networking events and company visit

###### 15/12 Final video presentations

Possibility to continue attending the Awareness and orientation track – How to validate and launch an idea

OR

Possibility to switch to Business Creation Track – How to validate and launch an idea