



I&E Awareness & orientation track: How to validate and launch 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: having completed first year of the Awareness and Orientation Track or availability to work on a real business challenge with open innovation approach.

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 validate and launch an idea" is the second year of the 2 years long "Awareness and Orientation Track" for Manufacturing PhD students. During this second 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 validate and iterate on a business idea with an Open Innovation approach and to develop the first foundations for a successful startup launch. More information available in the dedicated brochure.

Innovation focus in 2022: GREEN Manufacturing

Calendar 2022

April 2022 (2,5 ECTS)

Welcome ceremony

Seminar: Intro validation and iteration phase

Seminar: Business concept and blueprint

Meetings with startup to innovate with

May 2022 (4 ECTS)

Start Open Innovation Program

Webinars:
 ▪ pitching and storytelling
 ▪ validation and lean experimentation techniques

Prototyping Bootcamp

Sprint 1 lean experimentation

Innovation mentorship

June 2022 (3 ECTS)

Webinars:
 ▪ Prototyping design constraints and industrial feasibility
 ▪ Green manufacturing

Sprint 2 & 3 validation

Pitch round

Innovation mentorship

1-15 July 2022 (2,25 ECTS)

Sprint 4 lean experimentation

Summer School



Hackathon event

Presentation of validation results

Pitch round

Networking events

12-30 Sep 2022 (0,75 ECTS)

Webinars:
 ▪ Building your product demo
 ▪ Product roadmap
 ▪ Designing a brand

Innovation mentorship

Oct 2022 (1 ECTS)

Webinars:
 ▪ Sales plan
 ▪ Organization plan and project GANNT
 ▪ Legal framework
 ▪ Financial plan

Innovation mentorship

Nov 2022 (0,5 ECTS)

Webinars:
 ▪ Investor deck
 ▪ Pitching and
 ▪ Storytelling

Innovation mentorship

1-15 Dec 2022 (1,25 ECTS)

1-2 Winter school



Opening Demo Day

Pitch event (and submission investor deck)

▪ Networking events
 ▪ Closing ceremony