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 deepening 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

**July 2022 (2.25 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

---

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 deepening 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.