I&E Business Creation track: How to create an idea

Participant Target: PhD students who want to valorize knowledge, research findings, and related market insights, ready to become entrepreneurs or intrapreneurs by the end of the PhD studies.

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 “Business Creation Track - How to create an idea” is the first year part of the 2 years long “Business Creation Track” for Manufacturing PhD students. During this first year programme, PhD students will deepen their knowledge and skills on technologies and processes for innovation in the Manufacturing sector and they will learn and practice how to define a problem to develop a business idea that will encompass the proper solution for the problem. More information available in the dedicated brochure.

Innovation focus in 2022: GREEN Manufacturing

Calendar 2022

April 2022 (0,75 ECTS)
Welcome ceremony
Seminar:
• self-discovery phase and team discovery
• leadership & team performance
Webinars:
• Context Mapping

May 2022 (1 ECTS)
Webinars:
• Leadership & team performance
• Exploration mapping
• Manufacturing and industrial insights and tendencies
• Problem definition
I&E Mentorship

June 2022 (0,5 ECTS)
Webinars:
• Design research
• Value proposition & design challenge
I&E Mentorship

29th Summer school starts
Summer symposium

12-30 Sep 2022 (0,5 ECTS)
Webinars:
• Recap exploration & start ideation
• Creativity and ideation skills
I&E Mentorship

Oct 2022 (1 ECTS)
Webinars:
• Ideating and designing with a sustainable, social and ethical mindset
• Technology as a driver for solution design
• Prototyping techniques
• User vs customer design
I&E Mentorship

Nov 2022 (4 ECTS)
Webinars:
• Business model design
• Differentiated value
I&E Mentorship

21-30 Winter school

15/12 Final video presentations

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

1-2 Winter school (continuation)
• Workshop: Pitching
• Pitch event
• Networking events and company visit

21-30 Winter school

Possibility to continue attending the I&E Business Creation Track: how to validate a launch idea

OR

Possibility to switch to the I&E Awareness and Orientation Track: how to validate a launch idea