



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 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

Nov 2022 (4 ECTS)

Webinars:

- Business model design
- Differentiated value

I&E Mentorship

21-30 Winter school



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

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

1-15 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 I&E Business Creation Track: how to validate an launch idea

OR

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