



## I&E Business Creation track: How to validate and launch an idea



**Participant Target:** PhD student who have a concrete idea to be validated and launched into the market.  
**Entry requirements:** having completed first year of the Business Creation Track or the full programme and having a concrete business idea.  
**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 validate and launch an idea" is the second year of the 2 years long "Business Creation 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 their own business idea 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
  - Recuperation and consolidation business concept

#### May 2022 (4 ECTS)

- Recuperation and consolidation business concept
- Start Venture Building Program
- Webinars:
  - pitching and storytelling
  - validation and lean experimentation techniques
- Prototyping Bootcamp
- Sprint 1 lean experimentation
- I&E Mentorship

#### June 2022 (3 ECTS)

- Webinars:
  - Prototyping design constraints and industrial feasibility
  - Green manufacturing
- Sprint 2 & 3 validation
- Pitch round
- I&E Mentorship

#### 1-15 July 2022 (2,25 ECTS)

- Sprint 4 lean validation
- 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
- I&E Mentorship

#### Oct 2022 (1 ECTS)

- Webinars:
  - Sales plan
  - Organization plan and project GANNT
  - Legal framework
  - Financial plan
- I&E Mentorship

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

- Webinars:
  - how to develop your investor deck
  - pitching and storytelling II
- I&E Mentorship

#### 1-15 Dec 2022 (1,25 ECTS)

- 1-2 Winter school
 
- Opening Venture Building programme
- Pitch event (and submission investor deck)
  - Networking events
  - Closing ceremony