Join Radboud Summer School 2018!

Starting Your Own Business

change perspective

Radboud University
Starting Your Own Business

Do you want to know what it takes to be an entrepreneur? Or do you have a business idea, but don’t know how to take it forward? Join the Start-up Summer School. During this one week programme you will work in groups of 10-20 entrepreneurs on improving your business or business concept. We will give you a worldwide methodology for assessing and shaping your venture as well as plenty of time to discuss your idea with your peers, investors, and experienced entrepreneurs.

A sneak preview in the topics that will be covered during the course:

- Being an entrepreneur: know what to expect, get in touch with your own strengths and weaknesses, learn what ‘living the dream’ actually looks like
- Building a team that fuels and sustains your start-up’s growth: the perfect team composition and team competencies, training, keeping people happy
- Master the lean start-up method to effectively scale your business: learn about MVPs, validated learning, piloting and pivoting
- Build a product that your customers love: due diligence, mapping vs. competing products/services, IP protection, technology enhancement or development, prototyping, and industrialization
- Learn the art of collaboration and coopetition
- Create your own Business model Canvas: turn an idea into a cash cow, build a sustainable business case
- Understand your market: opportunity assessment, USPs, target markets, competitive positioning, customer discovery and validation
- Get your product to the market: find your launching customer, design your go-to-market strategy, choose distribution channels
- Get noticed: free publicity, marketing, social media strategy
- Make a pitch that impresses customers and investors
- Get funded: learn about seed money, Business Angel networks and crowdfunding
- Run a company like a boss

Course leaders
Brechtje Vreenegoor and Rob Groenendaal, Business Developer, Radboud Innovation Radboud University
Admission documents
Personal mission statement and CV

After this course you are able to
• Find out whether an entrepreneurial career is suitable for you
• Discover your own entrepreneurial skills, talent and ambition
• Create and fine-tune a solid business plan
• Know how to build and manage a start-up

For whom is this course designed
• Students and PhDs who are starting their own business
• Students and PhDs who want to determine the feasibility of a new business idea
• Students and PhDs who are trying to decide if they want to pursue the entrepreneurial life

Entry level
Advanced Bachelor, Master and PhD

Dates
Monday 6 August – Friday 10 August 2018

Course fee
€ 499

Discounts
• 10% discount for early bird applicants. The early bird deadline is 1 April 2018
• 15% discount for students and PhD candidates from partner universities
Want to be part of the RSS experience?

More than just a course!
Radboud Summer School is more than an academic event. It is a unique opportunity to meet other international students and researchers and to get to know Radboud University and the city of Nijmegen. Our participants come from all over the world and have different cultural and academic backgrounds. Our programme includes the following activities free of charge: welcome reception, guest lecture and farewell drink. We offer sports activities, a BBQ, a river cruise on a Pancake Boat and a city tour for a small fee.

Have a look at what participants have said about their experience!

Deadline application
1 June 2018

You can find more details about the courses on our website

Contact
T. +31-248187706
E: Radboudsummerschool@ru.nl
W: www.ru.nl/radboudsummerschool
F: RadboudSummerSchool

Register now!

www.ru.nl/radboudsummerschool, 5-17 August 2018