



# Business Development Course

Create a business case from your research in water technology  
For PhD students and researchers



Climate-KIC



Climate-KIC is supported by the  
EIT, a body of the European Union





## Extra value for your research degree

The Wetsus and Climate-KIC Business Development Course supports you to turn your research into value by creating a practical application of your knowledge into society. The course will be completed with a pitch session and the winner will be admitted to the Climate-KIC Greenhouse programme including a grant of 5.000 Euro.

### Research and business connected

Our society is facing challenging and complex water problems that need to be addressed urgently, such as access to safe drinking water, wastewater, sanitation and the rising sea level due to global warming.

There's no doubt that you, in your role as a PhD student or researcher, are key to solving these issues. However, if you want to develop innovative ideas, valorise your knowledge, and implement solutions, you need to make the connection between your research and demands in the market and in society.

### High impact on society

This Business Development Course supports you in making this match with a mixture of online and offline trainings with expert trainers in the field of innovation and business development. You will learn how to turn your research into value and have a high impact on society. Our approach is to act as guides.

### Objectives

We train PhD students and researchers:

- in finding market demands and opportunities for water related challenges;
- in public relations and how to connect to business in the water sector;
- to boost an entrepreneurial spirit and a more innovative attitude;
- to transfer their knowledge into business opportunities (valorisation).

### Programme

We start with a homework assignment on **20 October** about personal purpose, vision, mission and trends.

There will be three training days at the Water Campus in Leeuwarden on **1, 15 November and 1 December** (from 13h-21h). Furthermore your time investment for home work will be around 4 hours a week, during the 6 weeks. See the following page for more details on the programme.

### Information & Application

This is a free course sponsored by Climate-KIC and Wetsus.

For more information about this Business Course, please contact Martine van Veelen (Martine.vanVeelen@climate-kic.org) or Marco de Graaff (Marco.deGraaff@wetsus.n).

For application see <http://www.climate-kic.org/events/business-development-course-for-phd-and-researchers/>.

Deadline for application is 20 October.

## About Climate-KIC

Climate-KIC is the EU's main climate innovation initiative. It is Europe's largest public-private innovation partnership focused on mitigating and adapting to climate change. Climate-KIC consists of companies, academic institutions and the public sector. The organisation has its headquarters in London, and leverages its centres across Europe to support start-up companies, to bring together partners on innovation projects and to educate students to bring about a connected, creative transformation of knowledge and ideas into products and services that help mitigate and adapt to climate change.

Climate-KIC is one of the Knowledge and Innovation Communities (KICs) created in 2010 by the European Institute of Innovation and Technology (EIT), the EU body tasked with creating sustainable European growth while dealing with the global challenges of our time.

[www.climate-kic.org](http://www.climate-kic.org)

# Programme

## 20 October

Start homework assignment: personal purpose, vision & mission & trends in society

## 1 November

13.00-21.00

Business Development Process, Problem definition & Stakeholder Analysis.

*Martine van Veelen & Willemijn Brouwer*

Inspiration & Reflection

*Sybrand Metz and Peers*

## 15 November

13.00 -21.00

Stakeholder Feedback, Business Model Canvas & Minimum Viable Product.

*Willemijn Brouwer & Erik Matien*

Inspiration & Reflection

*Start-Ups and Peers*

## 1 December

13.00 -21.00

Finalising Business Idea, Pitch Training & Pitch before Stakeholder Jury.

*Jacqueline Willemse*

Inspiration, Closing Ceremony & Drinks

*Start-ups, Trainers and Peers*



Willemijn Brouwer is a creative facilitator. Her company Williswijs is based on the concept 'creativity is the cause and innovation is the consequence'. She strives to let people find their own creativity and talent to boost innovation, by making use of creative elements.



Sybrand Metz is CTO of metalmembranes and former scientific project manager at Wetsus where he was involved in a variety of membrane related research fields. He has a high interest on combining excellent science with practical commercial relevance.



Erik Matien is an entrepreneur and has many years of experience in organizing grants for innovation projects. He saw that despite much subsidy many technically superior innovations failed. Nowadays Erik enables companies to get access to their market.



Jacqueline Willemse is a brain architect. She connects insights from neuroscience to other areas such as organizational development and presentation skills. She teaches you how to enlarge the impact of your five-minute presentation in the brain of others.

## About Water Campus Leeuwarden

WaterCampus encourages cooperation between (inter)national businesses, educational institutes and governments within the water technology sector, in order to create synergy for world class innovation, education and entrepreneurship. This strengthens the global position of the European water technology sector. Additionally, WaterCampus offers a unique research infrastructure, and is a meeting point for scientists and companies from all over Europe. The three managing partners within the WaterCampus are Wetsus, Water Alliance and CEW.

[www.watercampus.nl](http://www.watercampus.nl)

## About Wetsus

Wetsus, European centre of excellence for sustainable water technology is a facilitating intermediary for trend-setting know-how development. Wetsus creates a unique environment and strategic cooperation for development of profitable and sustainable state of the art water treatment technology. The inspiring and multidisciplinary collaboration between companies and research institutes from all over Europe in Wetsus results in innovations that contribute significantly to the solution of the global water problems. Innovation, partnership, joy, cooperation and reliability are the values around which all Wetsus' activities are organized and performed.

[www.wetsus.nl](http://www.wetsus.nl)