


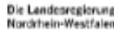
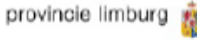





SEE-V-LAB.

Student Entrepreneurship Euregional Network

INTERREG V-A EMR SEE-V-Lab: Student Entrepreneurship in the EUREGIO

D.T4.2.1 Best Practice Springplank

Best practice: Springplank

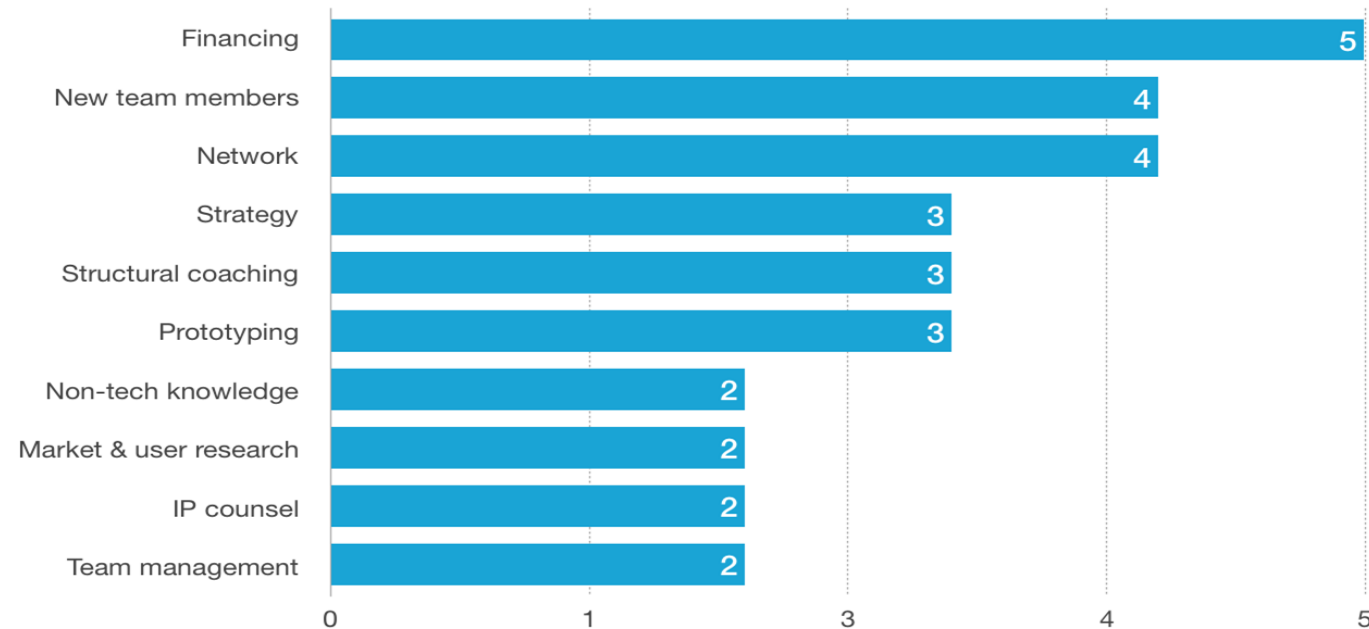
<div>SEE-V-LAB. <small>Student Entrepreneurship Euregional Network</small></div> <div>Best Practice: Springplank</div>				
Key resources /activities: <ul style="list-style-type: none">▪ Students interested in entrepreneurship▪ Students in their own entrepreneurial journey▪ Expert entrepreneurs from the industry	Critical success factors: <ul style="list-style-type: none">▪ Open to every interested participant▪ Informal/casual setting▪ Students bear the responsibility of their project▪ Quality feedback from experts	Value proposition: <ul style="list-style-type: none">▪ Follow-up trajectory after entrepreneurial course▪ Student/ young entrepreneurs get feedback on their projects and explore potential▪ All participants have the chance to network and connect with likeminded peers.▪ Practice pitching skills	Customer management <ul style="list-style-type: none">▪ Promote the event during courses▪ Participate as jury for final student presentations (such as in courses)▪ LinkedIn▪ Facebook▪ InstaGram	Target group: <ul style="list-style-type: none">▪ TU/e students with an idea▪ TU/e Students▪ Students at other universities▪ Students from the region▪ Young professionals
Costs Cost of hours needed to organise the event, book space, create promotional material etc			Revenues No revenues Monetary resources provided by the university	
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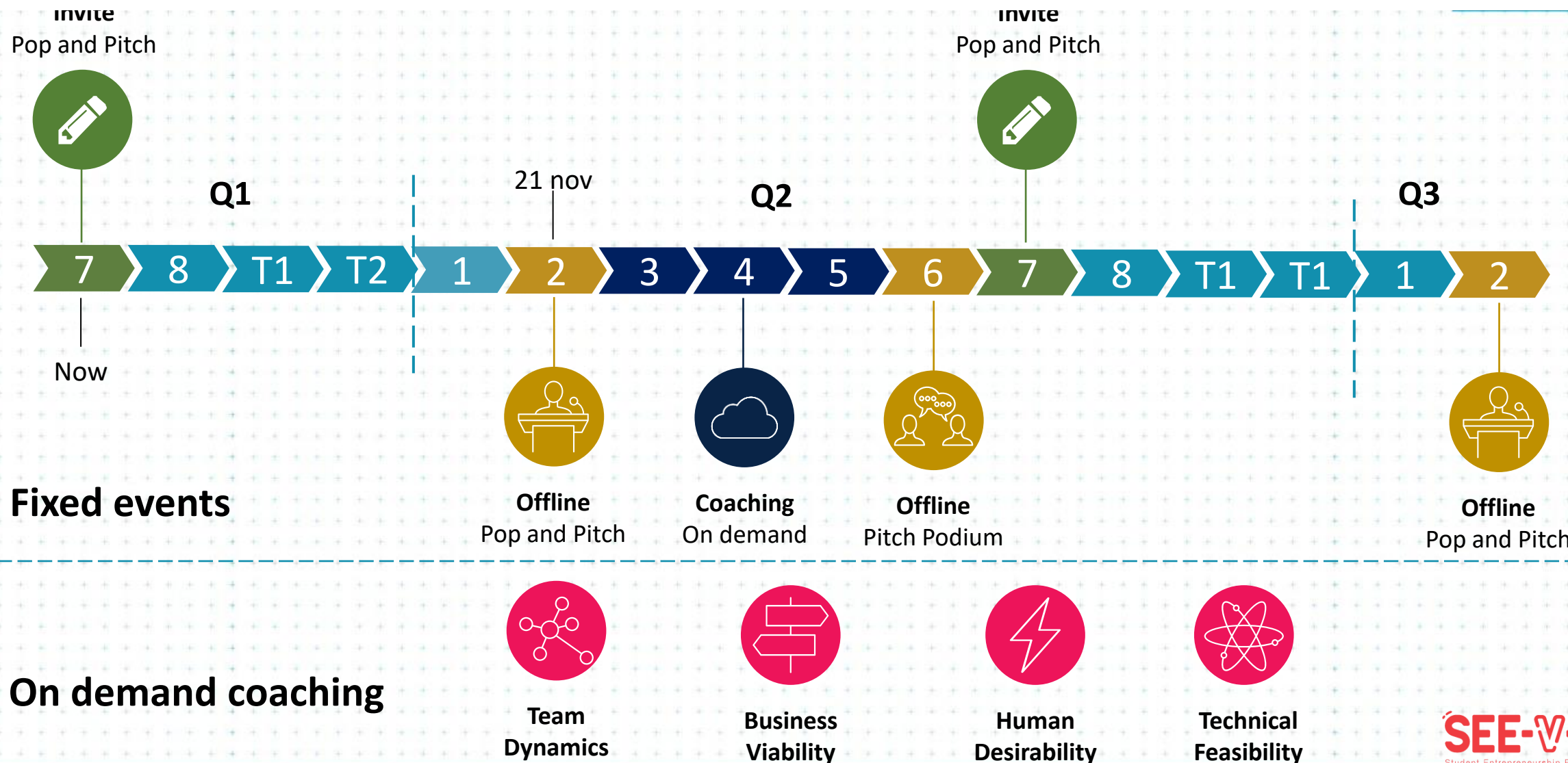
Value proposition of Springplank and Target audience

- Follow-up trajectory after project courses with entrepreneurial orientation:
 - Springplank is an initiative of the Innovation space by the TU/e aim of helping student and their projects reach their next milestone.
- Set of workshop to help students develop their ideas and explore the option to turn into a start-up
 - Reduces the hurdles for entrepreneurial action
- There are two parts to it, the Pop 'n' Pitch and the Deep Dive.
 - At the Pop 'n' Pitch, students can present their project and receive general feedback on their project and presentation style.
 - The Deep Dive takes it a step further by asking students to define their biggest challenge they are facing at a given moment. During this part students receive help from experienced entrepreneurs and other members of the entrepreneurial community such as members of the student teams, regarding their challenges and where possible they are offered introductions the experts' networks.

Springplank motivation

- Many students have great ideas but find it hard to figure out how to proceed
- They desire guidance in this process





Step 1: Pop 'n Pitch

A first pitch to peers

3 minutes

Focus:

- Problem
- Solution
- Market
- Team

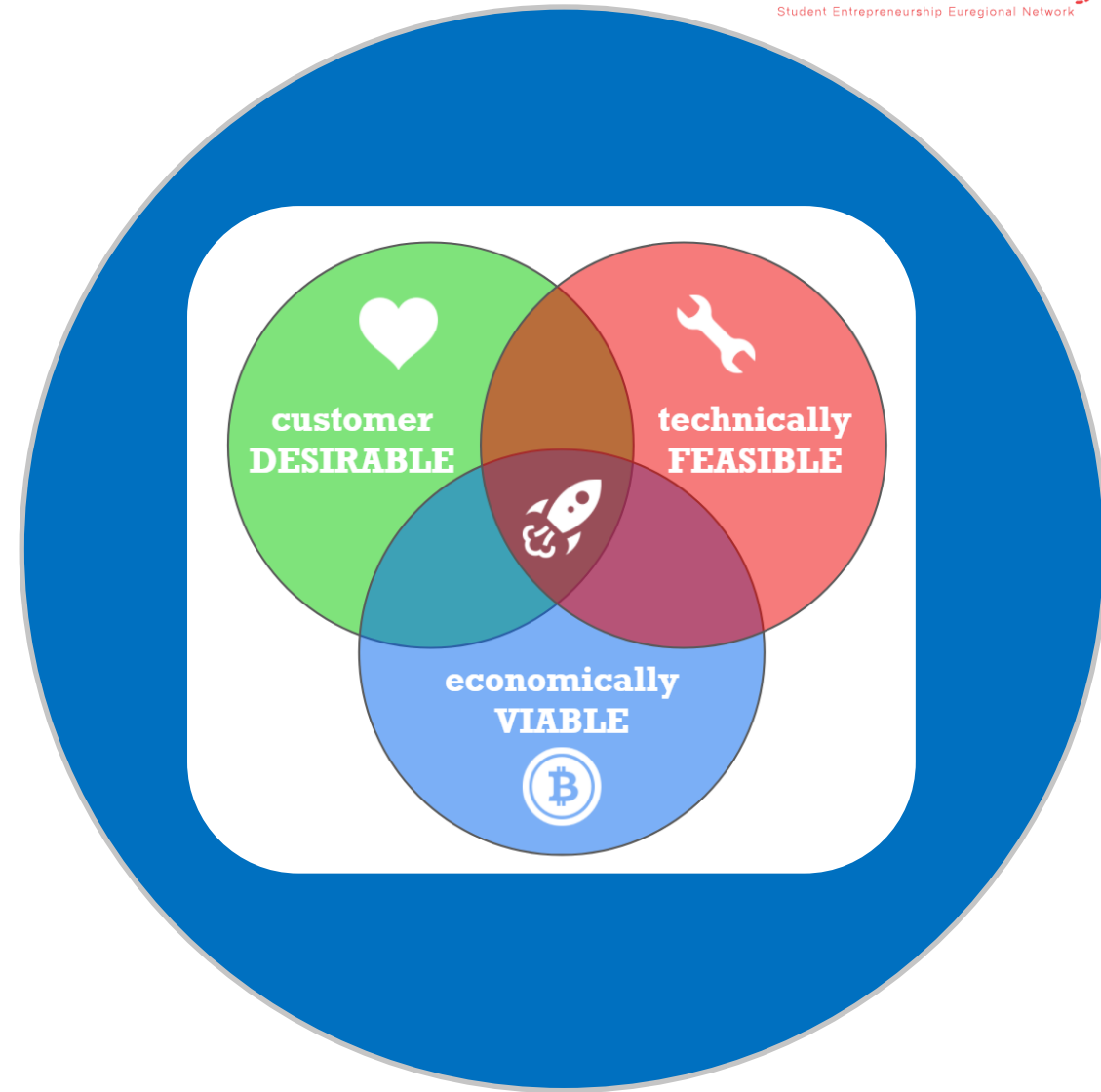


Coaching on demand

Organized by TU/e Alumni

Centered around challenges:

- How is the project proceeding?
- What are the pain points?
- How can we tackle them?



Springplank of Walkie.

☆

Persoonlijk

🔒

Privé

2

⋮ Laat menu zien

Team Dynamics

⋮

Why is your team so important?

Progress

☑

0/5

Challenge 1: Who are we?

☰

🔗

2

Challenge 2: We need Talent!

+ Nog een kaart toevoegen

Technical Feasibility

⋮

How to make it happen?

Progress

☑

1/5

Challenge 1: Tech blueprint

Challenge 2

Challenge 3

Challenge 4

Challenge 5

+ Nog een kaart toevoegen

Business viability

⋮

How to get out there?

Progress

☑

0/5

Challenge 1: Business (model) Time!

☰

🔗

1

Challenge 2: Get out there!

Challenge 3: Feed us Feedback!

Challenge 4

Challenge 5

+ Nog een kaart toevoegen

Human desirability

⋮

Are we contributing to society?

Progress

☑

0/5

Challenge 1: The Golden Circle

☰

🔗

1

Challenge 2: The customer journey!

☰

🔗

1

Challenge 3

Challenge 4

Challenge 5

+ Nog een kaart toevoegen

Step 2: Pitch Podium





DANKJEWEL
MERCI
DANKE

Thank you for your attention!