

# Amsterdam Startup Launch

Introduction and Q&A session

November 30, 2021

<https://vu-ondernemend.nl/amsterdam-startup-launch/>



# The Amsterdam Startup Launch team is looking forward to working with you!

## – Let's do a short introduction round

Amsterdam Startup Launch Team



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# Agenda

- A. VU Entrepreneurship & Impact
- B. Amsterdam Startup Launch: The Course
- C. Planning
- D. Q&A
- E. Closing



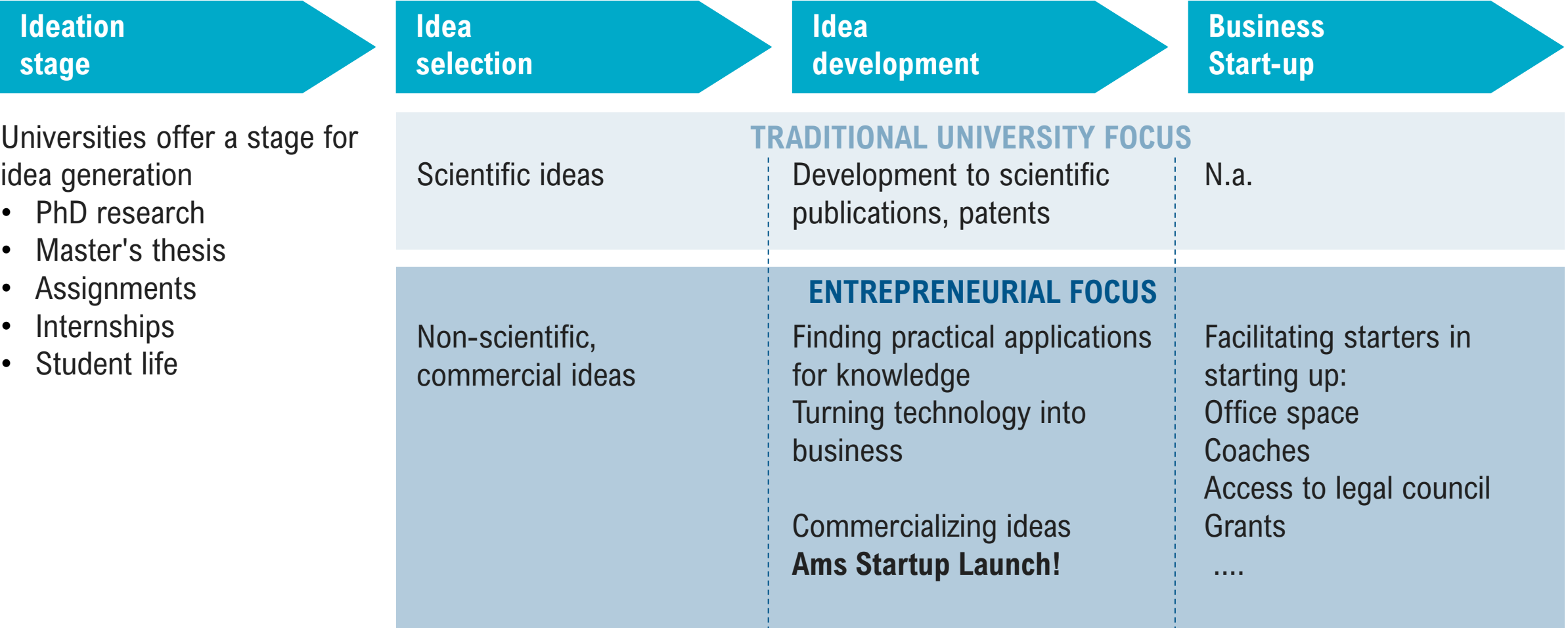
## **A. VU Entrepreneurship & Impact**






# VU Entrepreneurship & Impact supports students and PHDs in exploiting the full potential of (scientific) ideas

Philosophy behind the VU Entrepreneurship & Impact

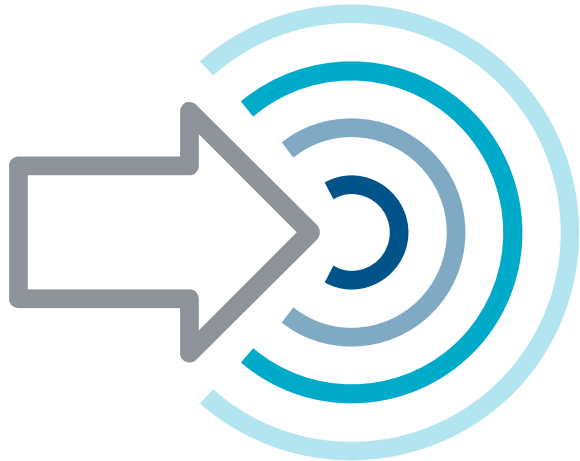


An illustration of a red and white striped rocket being launched from a yellow mobile launcher. The launcher is a complex structure of yellow metal frames and stairs, supported by multiple sets of wheels. The rocket is positioned in the center, with its nose pointing upwards. The background is a solid light blue. A large white speech bubble is on the left side of the image.

# **B. Amsterdam Startup Launch: The Course**

# The Amsterdam Startup Launch is an incredible experience for anyone seeking to become a better entrepreneur

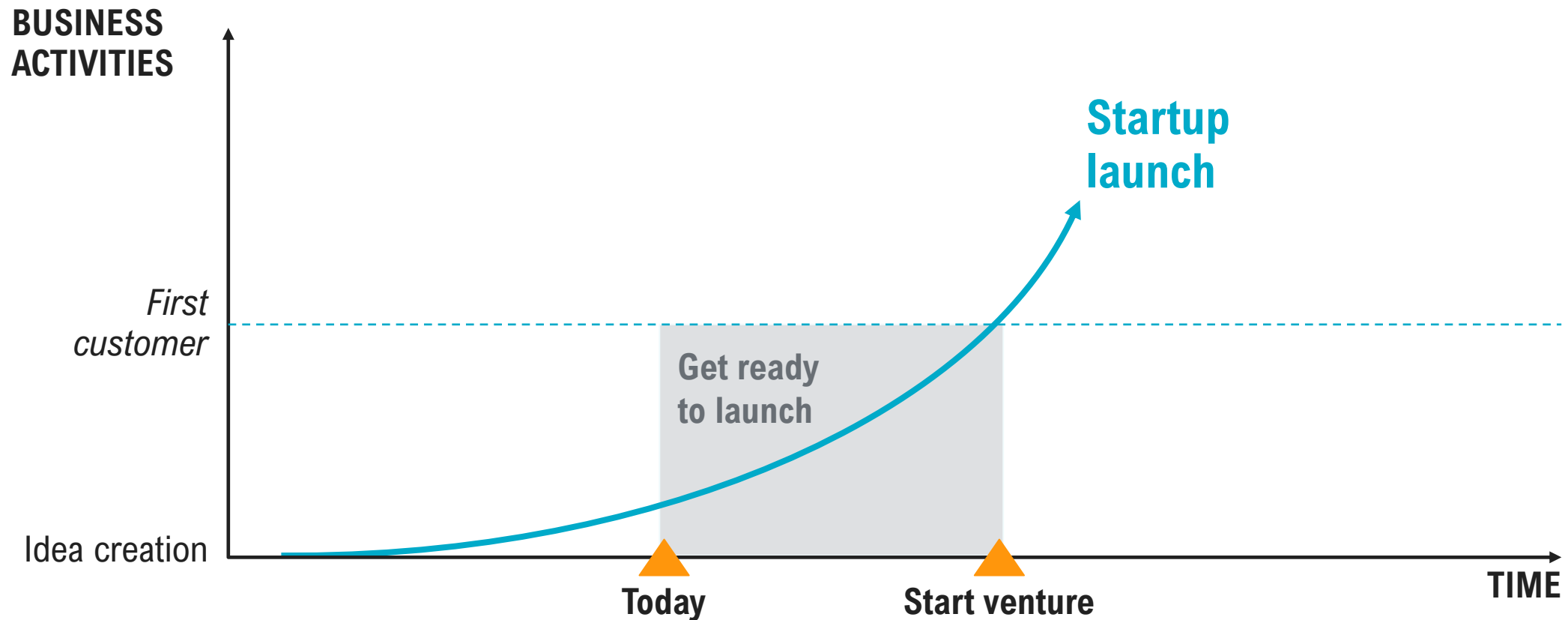
Why join the ASL course?



- **Complete course on all the stuff an entrepreneur needs to know**  
Stuff they don't teach you at university
- **Meet successful entrepreneurs and learn from their experiences**
- **Launch your own startup in only 12 weeks!**
- **Unique opportunity, zero risk**  
Only course in which failure is highly supported as it is vital for success 😊

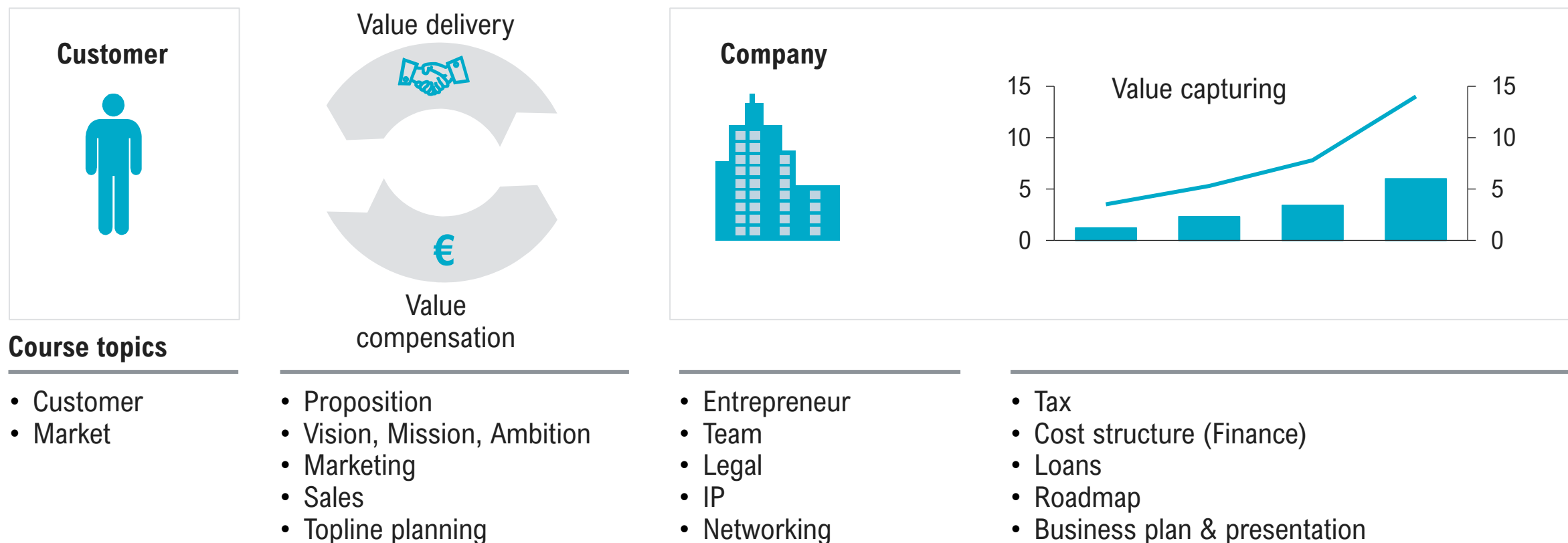
# The course's objective is to enable you to launch your startup

Course objective



# The course addresses all important steps in creating a sound business model and more

## Course structure – the business model



# Sessions will be held weekly and will take ~2.5 hours, of which max. 60 mins content presentation

Session structure (example)



<b>Agenda (2.5 hours)</b>	<b>VU</b> <small>VRJE UNIVERSITEIT AMSTERDAM</small>
Check-in	30 mins
Content presentation	60 mins
<i>Break</i>	<i>15 mins</i>
Alumnus	45 mins
Drinks	...

## Target audience



- Students, PhD candidates and alumni
- Teams of 2-4 people, with at least one connected to VU Amsterdam

## Principles



- Sessions are **obligatory** (1 session slack)
- Each week we ask you to do some **homework** to help you with launching your business – Randomly selected groups will present their homework assignments each course
- **Mid-term team assessment**, with feedback and potential participation review/shift

# The program will entail 11 sessions, with different key topics, ending with the final presentations in week 12

## Session overview – 12-week program

### 1 - Intro/Business Models

- Introduction
- Pitches (students)
- Business models
- Alumni on Business Model pivoting

### 2 – Proposition & VMA

- Review and discussion
- (Value) proposition
- Vision/mission/ambition
- Alumni on proposition & VMA

### 3 – Customer

- Review and discussion
- Design thinking
- Customer research & experience
- Alumni on marketing & sales

### 4 – IP

- Review and discussion
- Defendable advantage
- IP
- Alumni on IP

### 5 – BP assumptions & testing

- Review and discussion
- BP examples
- Market & driver tree
- Alumni on BPs

### 6 – Go-to market

- Review and discussion
- Growth marketing
- Service/journey design
- Distribution/channel strategy
- Alumni on customer & market

### 7 – Finance

- Review and discussion
- Finance
- Alumni on finance

### 8 – Funding

- Review and discussion
- Bank loans
- Investors
- Alumni on investors & loans

### 9 – Legal, Tax & Roadmap

- Review and discussion
- Tax & legal
- Roadmapping
- Alumni on roadmapping

### 10 – Pitch & Peer Review

- Review and discussion
- Peer review business plans
- The pitch
- Alumni on pitching

### 11 – Motivation & Team

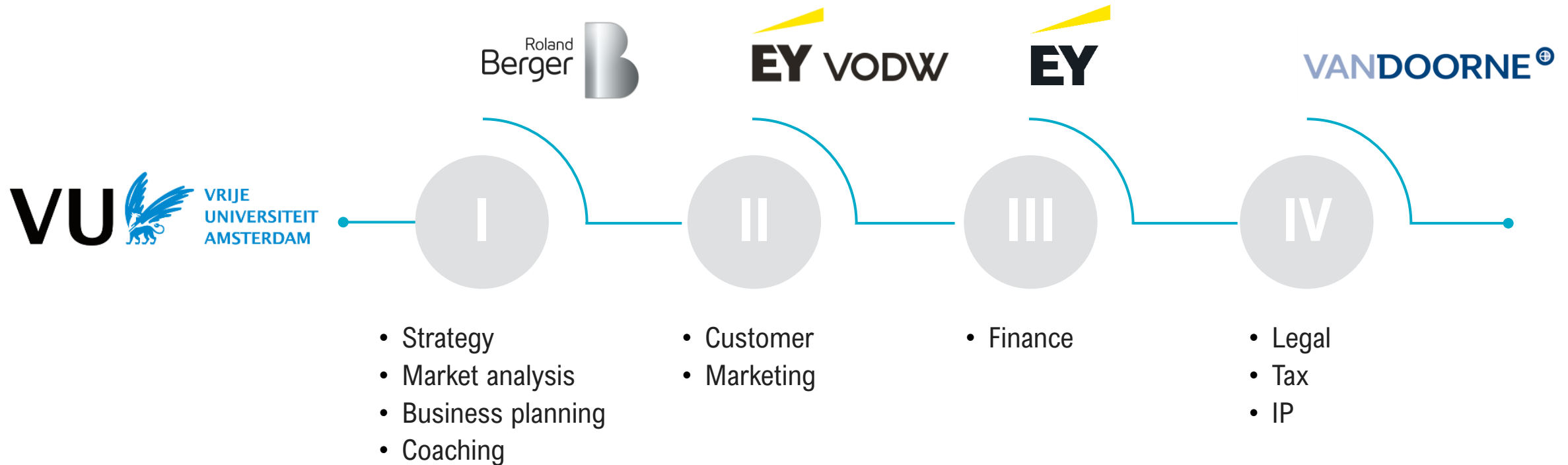
- Team
- Intervision
- Personal motivation

### FINAL DAY

- Pitch competition with a jury and prizes
- Final drinks

# The VU network partners host individual lectures and give topic specific advice to the entrepreneurs throughout the course

## VU ASL Partners



# Theory, workshops, experiences of guest speakers and networking will help you building a solid and ambitious business plan

## Lecture approach

- In **WORKSHOPS** we will explain and practice different aspects of doing business
- **GUEST SPEAKERS** will share their experience – discuss your thoughts with them
- Each week we ask you to do some **HOMEWORK** to help you starting up your business –Groups will be asked to present randomly their assignment
- Normally each lecture ends with drinks, and the Final Day always sees many guests, enabling you to do relevant **NETWORKING** – *Format subject to change*
- There is **NO ONE BEST RECIPE** for a successful business plan – use your own creativity to make your own unique plan and discuss it in the group

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## DELIVERABLES

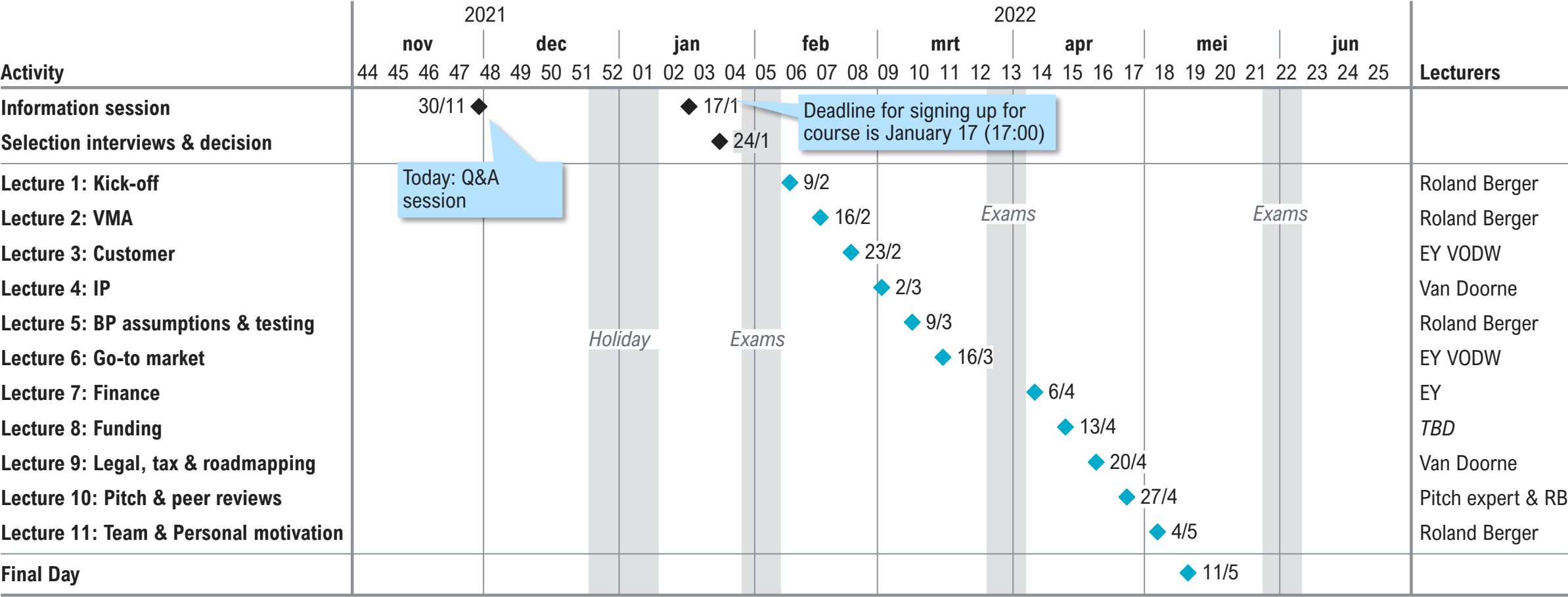
1. An ambitious and validated business plan
2. A compelling pitch
3. An answer on the question: Will you launch your startup?



## C. Planning

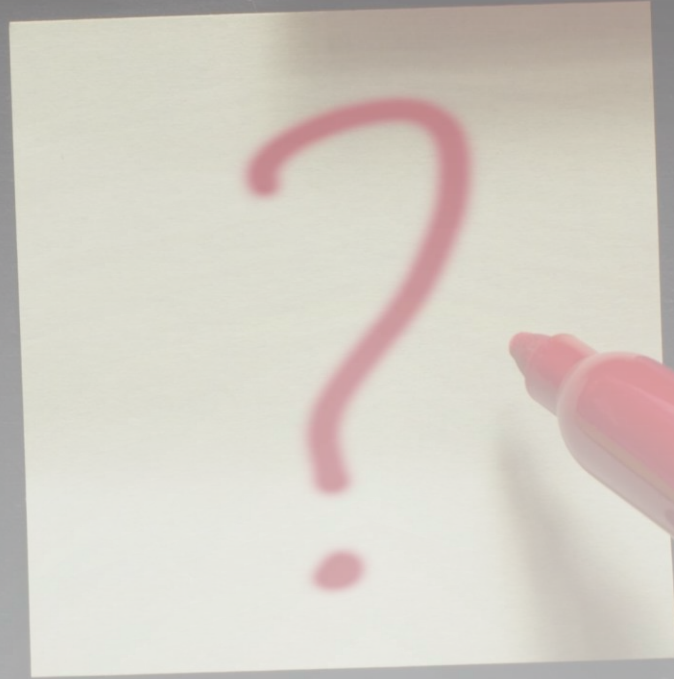
The sessions will take place every Wednesday starting February 9<sup>th</sup> –  
The semester ends with the Final Day on May 11<sup>th</sup>

Planning of first edition ASL





## **D. Q&A**

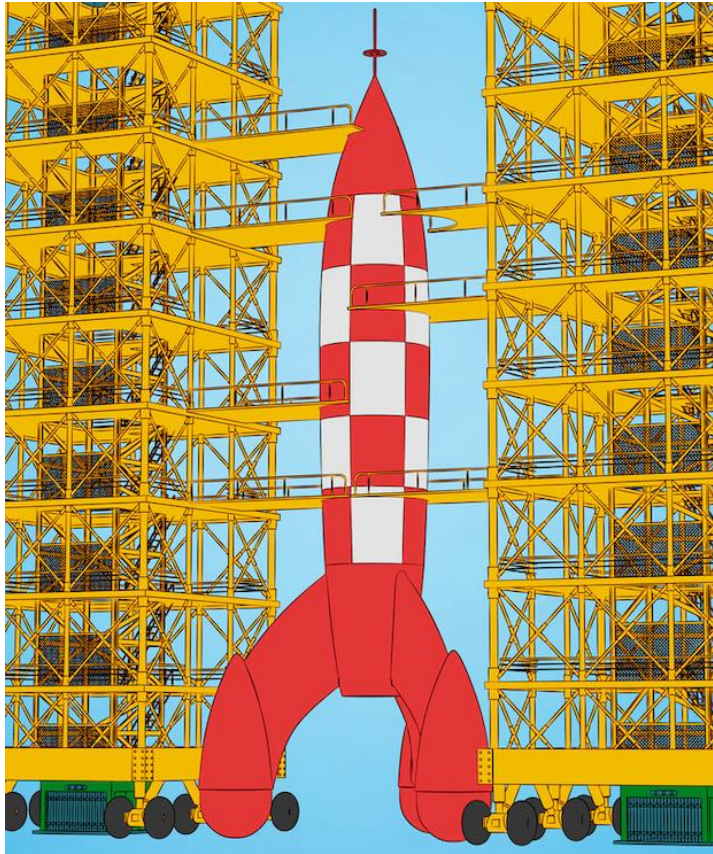




## **E. Closing**



# Further information and application



- **General information & application**  
*<https://vu-ondernemend.nl/amsterdam-startup-launch/>*
- **Practical information**  
Maddeleine Berendsen (*[maddeleine.berendsen@vu.nl](mailto:maddeleine.berendsen@vu.nl)*)
- **Course content**  
Roland Berger (*[AmsterdamStartupLaunch@rolandberger.com](mailto:AmsterdamStartupLaunch@rolandberger.com)*)

**Deadline for your subscription: Monday January 17, at 17:00**

Roland  
Berger

