

VENTURELAB TWENTE

Full support for ambitious business development

VentureLab Twente is a one stop shopping business development programme. It offers a flexible and tailor-made approach with facilities and services to ambitious entrepreneurs and business developers, from all over globe.

Think of training, coaching and expert support, access to a variety of networks, office and lab facilities and more.

Packed in a one year programme, that you can start three times a year. Our goal is to bring out the best in you and your business!



VENTURELAB
TWENTE





Participants

VentureLab targets entrepreneurs and business developers, both domestic and from abroad. Abstract terms for men and women who have guts and perseverance and who make things happen!

Backgrounds can vary in almost any aspect: vocation, age, or experience. You may have just graduated, be in-between jobs, or at a mid- or even end-career stage. Have a degree in technology, psychology or any other topic or have no degree. Have worked in the agriculture sector, or in healthcare, R&D, finance, marketing. Have many years of entrepreneurial experience or none at all. Have a clear idea on your company, have started already or do not even have an idea yet.

Participants in VentureLab are aware that to be successful they need to know themselves, their strengths and weaknesses, their passions and pitfalls. They are ambitious yet realize that successes are never the work of one person. When it comes to building a substantial business, they know “technology” is a prime driver for success.

The challenge of technology

When applying technology, whether a new technology or a new application, entrepreneurs are faced with its inherent uncertainty.

There are many questions to which the answers will not be known, maybe not even at an advanced stage of product or business development.

Will this technology be the best for my idea?

Will it become the standard technology for this business?

Will the market be as substantial as forecasted?

What if competitors beat me to it?

How do I finance the first/second/third stage?

Who can help me find a launching customer?

It is usually a long and hard way to reach your goals.

Good support is essential to become successful.



The Venturelab Twente concept

Venturelab aims to give you the best possible start in high-potential business development.

The VentureLab concept is ground on long-term practical and research experience in business development support.

Some key aspects: learning from each other, balancing strategy and opportunity, discovering personal and team synergies.

VentureLab offers a one year, 'tailormade full service' programme. It comprises office space, weekly training, personal coaching, easy access to experts, lab's, technologies, and a variety of business and topical networks with access towards potential clients, experts and finances.

Business development and your personal development go hand in hand: you build your company's resources through training in strategy, marketing, finance and technology and improve your personal and team skills.

You work in an inspiring community under one roof with like-minded participants and dedicated VentureLab staff.

You and your coach prepare a roadmap for the best use of the VentureLab programme, to match your qualities with your business' needs. A personal assessment is the basis for your roadmap.

The home base of VentureLab

VentureLab has a residential plus visiting staff of some fifteen people. Our home is the entrepreneurial environment of Kennispark Twente – recognized as one of the four leading knowledge campuses in the Netherlands. VentureLab is located in “The Corridor”, which also houses the Kennispark Twente service organization, and a number of other service organizations and companies.

The VentureLab staff has their offices in a wing, amidst the training rooms, meeting rooms, and business cubicles for VentureLab entrepreneurs. This setting facilitates learning from each other and easy access to all kinds of support.



NBIA Soft Landings International Award designation

In 2009, the National Business Incubation Association (www.nbia.org) awarded the NBIA Soft Landings International Incubator designation to VentureLab Twente.

Through its Soft Landings program, NBIA recognizes incubators that are especially capable of helping nondomestic companies enter the incubator’s domestic market.

VentureLab Twente is the only programme in the Netherlands to have earned the designation since NBIA began this award program in 2005 and one of the 3 in Europe.

Getting acquainted

VentureLab frequently organizes events at which you can get to know us. Information meetings are organized at least once a month in the evening. During these meetings a team member briefly introduces the VentureLab programme usually followed by an intensive question and answer interaction.

VLT VentureClasses” are organized once a month. This is comprised of a network dinner plus a one hour presentation by a renowned, often international expert, such as Roel Pieper or Jim Anderson. It offers an excellent opportunity for networking in an entrepreneurial community; the audience usually being between 30-50.

Open trainingsessions are organized three times a year. Two days of training give you a flavor of the programme’s content, trainers and experts, and the community. One day, usually Thursday, is for the open group exclusively; the second day, usually Friday, you join the VentureLab entrepreneurs. You may apply for one or both days.

Entrance to all events is free of charge, prior registration mandatory. For more information and application please visit www.venturelabtwente.com/agenda.

VENTURELAB
TWENTE

