

THE ENTERPRISING UNIVERSITY

By team 39 "Toxy Turbo's".

To exploit our entrepreneurial nature, contacts between the University and companies have to be stimulated. While the UT already has a good culture of entrepreneurship, the remote location of the UT with respect to busy centres in the Netherlands (the Eindhoven region, Randstad) does not result in spontaneous contacts between the UT and industry. While we could invite companies to the campus, another approach is going to places where industry has activities. In line with that, companies often don't know what we can offer as an University and that they could benefit from our partnership.

A second issue that exists is the modest nature of the UT staff. This is partly ingrained in the Twentse culture, partly a symptom of being the smallest of the three technical universities. We should become more outgoing and show our strengths over the whole spectrum. We should show our connection with real-life problems, and be more visible outside the nanotechnology domain.

Three initiatives are proposed:

MEET@UT

We propose to have one central location on the UT campus, a kind of 'UT VVV'. Acting as an informal and easy-accessible information centre showing ongoing research and education. Companies and people can experience what the UT can offer. Eventually, combined with a museum showing past, present and future UT achievements. A good place to have this Meet@UT is in The Gallery.

UT2Go

Introduce meeting facilities at different central locations in the Netherlands (Utrecht CS, downtown Amsterdam and the Hague, the Zuidas in Amsterdam). Here, organizations can have regular or incidental meetings (comparable to seats2meet). The facilities also has a UT research and results gallery, a small version of the Meet@UT. This gallery can be used for inspiration, but also as leads to scientists and facilities at the UT campus. Virtual Reality, skype and other teleconferencing facilities are available/can be hired. Also, trained UT-facilitators can be hired by the meeting companies. These facilitators act as UT ambassadors; they are familiar with UT expertise and ongoing research. Companies can also browse through the UT expert database during their meetings. This way contacts can be made that directly relate to the meeting companies.

COMPANY PORTAL

In addition to the physical Meet@UT gallery, a web-portal is to be created. Again, showing past, present and UT achievements and links to senior faculty members. The portal can be maintained by the UT ambassadors by having them visit faculty members on a regular basis and creating short summaries of ongoing research. Visitors of the portal can browse through offers that show possibilities for



cooperative projects which can be placed by the lecturers. The Ambassadors have a mixed function of information extraction from faculty members, information provision in the Meet@UT facility and the UT2Go's. In the UT2Go's they also facilitate meetings.

PLANNING

A short time planning is to introduce the Company portal and one Ambassador in 2014/2015, create the Meet@UT facility in 2015, and introduce another Ambassador and two UT2Go's in 2016.

From a financial point of view, the UT2Go's should be cost-neutral with respect to the meeting facilities (this is an existing business model, see Seats2Go etc.).

Meet@UT is, given the existing planning for the Gallery, not a large extra investment.

The facilitator/ambassador will require an investment. We expect that with two full-time positions, trading places between information extraction, Meet@UT and UT2Go on a very regular basis, the extra expenses are in the order of 100-150k€ per year. Results will be more research projects, so a positive overall revenue seems likely.

