

# ENTREPRENEURSHIP IN FOOD AND TECHNOLOGY

**Entrepreneurship course for European COST network (FoodMC)**

**program March 2019**

## **Day 1 – Monday, March 18<sup>th</sup>**

**Location:** Startup Village event space ('Night room'), Science Park 608

**13.30 – 14.30 Welcome and introductions**

Elizaveta Kolesnichenko (ACE) and COST network

**14.30 – 15.30 Meet an entrepreneur**

Fokke Buwalda (B-mex)

**15.30 – 15.45 - Break**

**15.45 – 16.45 Meet an entrepreneur**

Marieke de Ruyter de Wildt (The Fork)

**16.45 – 17:30 Key note talk**

Heribert Watzke (former Director of R&D at Nestlé)

**17.30 – END -**

## Day 2 – Tuesday, March 19<sup>th</sup>

**Location:** Startup Village event space ('Night room'), Science Park 608

9.00 – 10.30 **Lean startup principles:** methodology for building and developing your business

*Bram Kuijken (Assistant Professor at Amsterdam Business School)*

10.30 – 10.45 – Break-

10.45 – 12.15 **Customer development & Market opportunities:**

*Sander van der Blonk (Digital venture builder, Interim CDO, corporate startup mentor and angel investor)*

12.15 – 12.45 – Lunch -

12.45 – 13.15 **Braindom session:** idea sharing

*Bart Sutorius (LLM, lecturer & coach, trainer & consultant)*

13.15 – 14.45 **Business model canvas**

*Bart Sutorius (LLM, lecturer & coach, trainer & consultant)*

14.45 – 15.00 – Break -

15.00 – 16.00 **Meet an entrepreneur**

*Ed Fontes (CTO of COMSOL)*

16.00 – 16.30 Team work: working on potential business cases

16.30 – 17.00 Marshmallow challenge

17.00 – END -

## **Day 3 – Wednesday, March 20<sup>th</sup>**

**Location:** Startup Village event space ('Dots room'), Science Park 608

09.00 – 9.45 **Intellectual Property for startups:** IP, protection, patents, spin-off generation

Erik Visser ([De Vries & Metman](#))

9.45 – 10.00 - Break -

10.00 – 11.00 **Funding your startup**

Yoran Meijers ([Anterra Capital](#))

11.00 – 12.30 **Pitching a business idea: tips & tricks**

Sheila Schenkel, pitch coach and presentation skills trainer ([best3minutes](#))

12.30 – 13.30 - Lunch -

13.30. – 14.30 **Circular Economy in Food and Agriculture**

Rutger Oorsprong (policy officer at the Food and Agricultural Ministry)

14.30 – 15.15 Team Work: refining your business case

15.15 – 16.15 **Meet an entrepreneur**

Han Huibers ([NMK Esbaco](#))

16:15 – 17:00 Karlijn Bakker ([KplsV](#))

17.00 - END -



## **Day 4 – Thursday, March 21<sup>st</sup>**

**Location:** Startup Village event space ('Dots room'), Science Park 608

9.00 – 10.30 **Pitch rehearsal:** 10 mins per startups (3 min pitch + 5 mins Q&A)

10.30 – 11.30 - Preparation for a pitch round -

11.30 – 13.00 **Pitching business ideas to the expert panel**

*Participants and the expert panel*

13.00 – END & DRINKS -