ENTERPRISING VU ROADMAP FOR 2020-2025

PRIORITY AREA ENTERPRISING & ASPIRATION IMPACT THROUGH TEACHING AND RESEARCH

Version: July 2021
Goals and aspirations

1. The core tasks of teaching, research, and knowledge transfer have the same status. They will be equally recognised and rewarded.

2. Entrepreneurship and an entrepreneurial attitude will be part of everyday life for our students and staff.

3. Vrije Universiteit Amsterdam campus will serve as an innovation hub for the Zuidas Knowledge District, the Amsterdam Metropolitan Area, and beyond.

4. There will be effective and adequate support for knowledge transfer activities.
Enterprising
We want to create added value for society. This calls for an entrepreneurial attitude. Enterprise is also a prerequisite for successful partnerships, and for innovation and modernisation in a rapidly changing world – one in which the role of the university itself is changing as well. In addition to educational activities, research and knowledge transfer, this entrepreneurial attitude will benefit our internal organisation and support for our core tasks.

Relationships exist with all other priority areas or aspirations, however this particularly applies to Recognition & Reward, Effective and agile organisation, LLD.

Impact through teaching and research
Vrije Universiteit Amsterdam defines knowledge transfer or impact as using academic knowledge to create both economic and social value.
Knowledge transfer is a core task

Enterprising is automatically part of Teaching and Research

VU campus is an entrepreneurial innovation hub

Support for knowledge transfer is outstanding

Vrije Universiteit Amsterdam Impact Board

Enterprising VU website

Permanent ‘Impact’ section in VUzine (newsletter)

Take stock of current range of entrepreneurship education options

Entrepreneurship course for PhD students

Vrije Universiteit Amsterdam’s Kuyper Challenge

Description of the Professor of Social Entrepreneurship’s profile

Long-list of >10 potential partnerships with companies

VU StartHub site study

VU StartHub architect selection

Grant application to Life Sciences & Health’s (a Top Sector) Innovation Centre (SESA - Grant to Strengthen Economic Structure and the Labour Market)

Pan-Amsterdam knowledge transfer strategy

Grant application for Demonstrator Lab 2.0 (KvW - the ‘Opportunities for West’ scheme)

2020

RESULTS TO DATE

Q1 + Q2 2021

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+50 alumni mentors recruited

Aurora Grant Entrepreneurship application (EIT HEI Initiative)

Honours Entrepreneurship for Master’s students

Partnerships established with Roland Berger & Growth Factory

Entrepreneurial Alumni (EA) campaign set up

VU StartHub investment decision

Office for University Relations and Fundraising (DURF)

Innovation Exchange Amsterdam (IXA) VU Amsterdam founded

Decision, in principle, to participate in the NH Innovation Fund
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<th>2021</th>
<th>Q3/Q4</th>
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- **Knowledge Transfer** is clearly part of the new VUweb (in collaboration with Communications & Marketing (C&M))
- Exploration of knowledge transfer in VU Amsterdam’s allocation model (VUSAM)
- Entrepreneurship education: vision and actions (in collaboration with LEARN and the Consultative Body for Portfolio Holders for Teaching (OPO))
- Launch of VU Amsterdam’s Center for Entrepreneurship (in collaboration with SBE)
- Funding Chair of Social Entrepreneurship (in collaboration with SBE and the Faculty of Social Sciences (FSW))
- Organisation VU StartHub (in collaboration with VU Holding and FCO)
- Entrepreneurial Alumni campaign (in collaboration with DURF)
- Scheduling VU Amsterdam Innovation Centre (in collaboration with IXA, FCO and Deloitte)
- Three contracts concluded with partner companies (in collaboration with faculties and DURF)
- Scenarios for stronger branding & the positioning of Impact & Entrepreneurship (in collaboration with Lead Pan-A’dam knowledge transfer)
- Decision on VU Amsterdam’s participation in NH Innovation Fund (in collaboration with IXA VU and VU Holding)

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<td><strong>Knowledge Transfer</strong> structurally invested in VUweb and VU Amsterdam channels (in collaboration with IXA VU and C&amp;M)</td>
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| Start first cohort start-up training course (in collaboration with the School of Business and Economics (SBE) and Roland Berger)
| Minor in Entrepreneurship & Technology (in collaboration with Sciences VU and Twente University of Technology)
| Start Full Professorship in Social Entrepreneurship (in collaboration with SBE/FSW)
| Opening VU StartHub (in collaboration with Corporate Real Estate and Facilities (FCO) and C&M)
| VU Impact Fund, alumni investment fund (in collaboration with DURF)
| Smart Campus pilot project (in collaboration with FCO and two faculties)
| Start implementation organisation Branding & Positioning Impact & Entrepreneurship (in collaboration with Lead Pan-A’dam knowledge transfer)
| Demonstrator Lab 2.0. (in collaboration with IXA)
www.vu.nl/ondernemend

Erik Boer
Trekker VU Ondernemend
Bouwer, Ondernemend. Jazzliefhebber, dol op cheesecake

Esmée Nellestijn
Kwartiermaker VU StartHub
Verbindend. Enthousiast en netwerker. Geen winter zonder wintersport. Gek op Italiaans eten!

Hans Drenth
Partnerships & Ondernemende Alumni

Eva Janssen
Ondernemende VU Community