

# ENTERPRISING VU ROADMAP FOR 2020-2025



*PRIORITY AREA ENTERPRISING & ASPIRATION IMPACT THROUGH TEACHING AND RESEARCH*

Version: July 2021



# VRIJE UNIVERSITEIT AMSTERDAM STRATEGY FOR 2020- 2025: ENTERPRISING AND IMPACT

## 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.

## 2. Onze speerpunten

Duurzaam  
Ondernemend  
Divers

### **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.**

## 6. Valorisatie

### **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

Vrije Universiteit Amsterdam Impact Board

Enterprising VU website

Permanent 'Impact' section in VUzine (newsletter)

Enterprising is  
automatically part of  
Teaching and  
Research

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)

VU campus is an  
entrepreneurial  
innovation hub

+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

Support for  
knowledge transfer  
is outstanding

Knowledge transfer is a core task

-  **DOT (Do One Thing)** Knowledge Transfer is clearly part of the new VUweb (in collaboration with Communications & Marketing (C&M))
-  **DOT** Exploration of knowledge transfer in VU Amsterdam's allocation model (VUSAM)



Enterprising is automatically part of Teaching and Research


-  **DOT** entrepreneurship education: vision and actions (in collaboration with LEARN and the Consultative Body for Portfolio Holders for Teaching (OPO))
-  **DOT** Launch of VU Amsterdam's Center for Entrepreneurship (in collaboration with SBE)
-  **DOT** Funding Chair of Social Entrepreneurship (in collaboration with SBE and the Faculty of Social Sciences (FSW))

VU campus is an entrepreneurial innovation hub




-  **DOT** Organisation VU StartHub (in collaboration with VU Holding and FCO)
-  **DOT** Entrepreneurial Alumni campaign (in collaboration with DURF)
-  **DOT** Scheduling VU Amsterdam Innovation Centre (in collaboration with IXA, FCO and Deloitte)
-  **DOT** Three contracts concluded with partner companies (in collaboration with faculties and DURF)



Support for knowledge transfer is outstanding

-  **DOT** Scenarios for stronger branding & the positioning of Impact & Entrepreneurship (in collaboration with Lead Pan-A'dam knowledge transfer)
-  **DOT** Decision on VU Amsterdam's participation in NH Innovation Fund (in collaboration with IXA VU and VU Holding)

-  **DOT** Knowledge Transfer structurally invested in VUweb and VU Amsterdam channels (in collaboration with IXA VU and C&M)

-  **DOT** Start first cohort start-up training course (in collaboration with the School of Business and Economics (SBE) and Roland Berger)
-  **DOT** Minor in Entrepreneurship & Technology (in collaboration with Sciences VU and Twente University of Technology)
-  **DOT** Start Full Professorship in Social Entrepreneurship (in collaboration with SBE/FSW)

-  **DOT** Opening VU StartHub (in collaboration with Corporate Real Estate and Facilities (FCO) and C&M)
-  **DOT** VU Impact Fund, alumni investment fund (in collaboration with DURF)
-  **DOT** Smart Campus pilot project (in collaboration with FCO and two faculties)

-  **DOT** Start implementation organisation Branding & Positioning Impact & Entrepreneurship (in collaboration with Lead Pan-A'dam knowledge transfer)
-  **DOT** Demonstrator Lab 2.0. (in collaboration with IXA)

# [www.vu.nl/ondernemend](http://www.vu.nl/ondernemend)



## **Erik Boer**

**Trekker VU Ondernemend**

Bouwer. Ondernemend. Jazzliefhebber,  
dol op cheesecake

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## **Esmée Nellestijn**

**Kwartiermaker VU StartHub**

Verbindend. Enthousiast en netwerker.  
Geen winter zonder wintersport. Gek op  
Italiaans eten!



## **Hans Drenth**

**Partnerships & Ondernemende Alumni**

Ondernemer en verbinder. Ziet kansen,  
vindt oplossingen. Brengt energie.  
Hardlopen, golf, trappistenbier.



## **Eva Janssen**

**Ondernemende VU Community**

Strategische doener, MarCom  
wervelwind. Nieuwsgierig. Podcast- en  
filmfanaat.