



ENTREPRENEURSHIP IN HUMANITIES

Entrepreneurship course at Venture Lab Humanities, program 2018

Day 1 – February 5

Binnengasthuisstraat 9, 1012 ZA Amsterdam

14.00 – 15.00 Meet an entrepreneur

Sandra Ballij, founder at [Ctalents](#) and Ctaste Amsterdam

15.00 – 15.15 - Break -

15.15 – 15.45 Welcome and introduction

15.45 – 16.30 What it takes to be an entrepreneur

Erik Boer, director at [ACE](#) and Robert Meijer, coach at Venture Lab Humanities and ACE

16.30 – 16.45 - Break -

16.45 – 18.00 What it takes to be an entrepreneur: business modelling exercise

Erik Boer, director at [ACE](#) and Robert Meijer, coach at Venture Lab Humanities and ACE

18.00 - END -



Day 2 – February 13

Binnengasthuisstraat 9, 1012 ZA Amsterdam

14.00 – 15.00 **Meet an entrepreneur**

Emily de Valk, founder at [AimAtArt](#)

15.00 – 15.15 - Break -

15.15 – 16.30 **Lean canvas: mapping your startup idea**

Bram Kuijken, assistant professor at [Amsterdam Business School](#)

16.30 – 16.45 - Break -

16.45 – 18.00 **Problem validation: how to validate your business idea**

Bram Kuijken, assistant professor at [Amsterdam Business School](#)

18.00 - END -

Day 3 – February 21

Binnengasthuisstraat 9, 1012 ZA Amsterdam

14.00 – 15.00 **Meet an entrepreneur**

Hans Brouwer, CEO at [Massive Music](#)

15.00 – 15.10 - Break -

15:10 – 16:10 **Pitching a business idea: tips & tricks**

Peter van Meersbergen, managing partner at [Investormatch](#) and a pitch coach

16:10 – 16:30 - Preparation time before a pitch round -

16.30 – 18.00 **Pitching business ideas to an expert panel**

Participants and the expert panel

18.00 - Drinks -