

# Keynote: The evolution of StartHub Wageningen

LESSONS LEARNED  
FROM ROGUE PROJECT  
TO CORE ACTIVITY



**STARHUB**  
Wageningen



# WHO IS TALKING?

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**Dr BM Schober**

Coordinator [e'ship@wur](mailto:e'ship@wur)

Center for Value Creation Wageningen University & Research

Interests: Sustainable entrepreneurship,  
Science to Business, Startup support, entrepreneurial mindset

# Evolutionary timeline of StartHub

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2003

## Student Entrepreneurship Center:

- Experiment with business ideas
- Develop a community of entrepreneurial students
- Develop a program for members

2008

## Center of Entrepreneurship:

Development of WU BSc and MSc courses

2014 Starthub incubator:

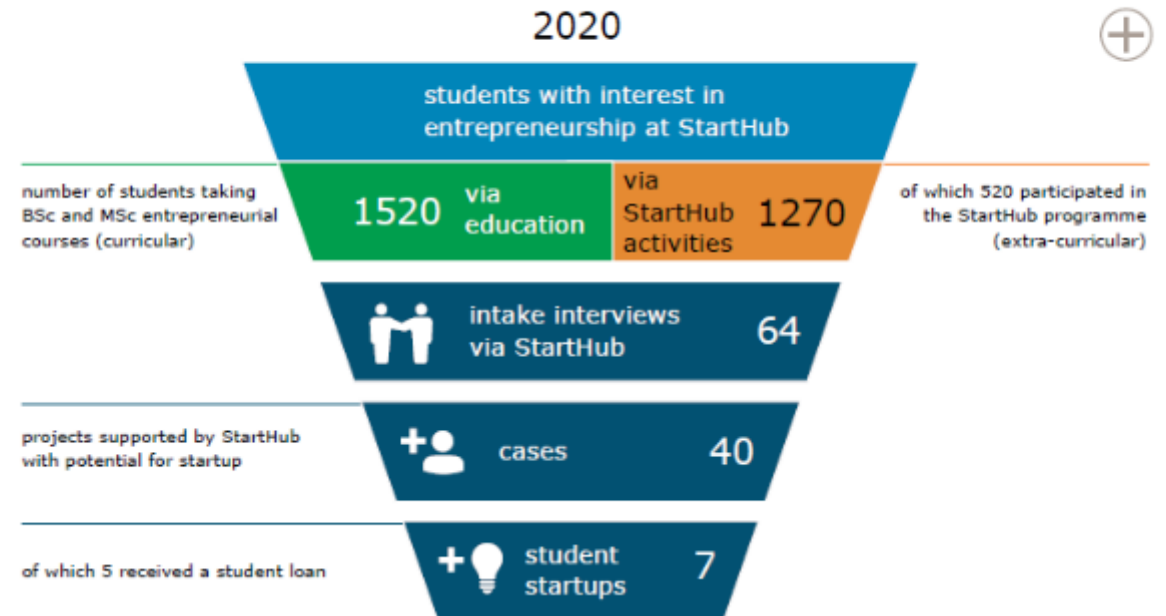
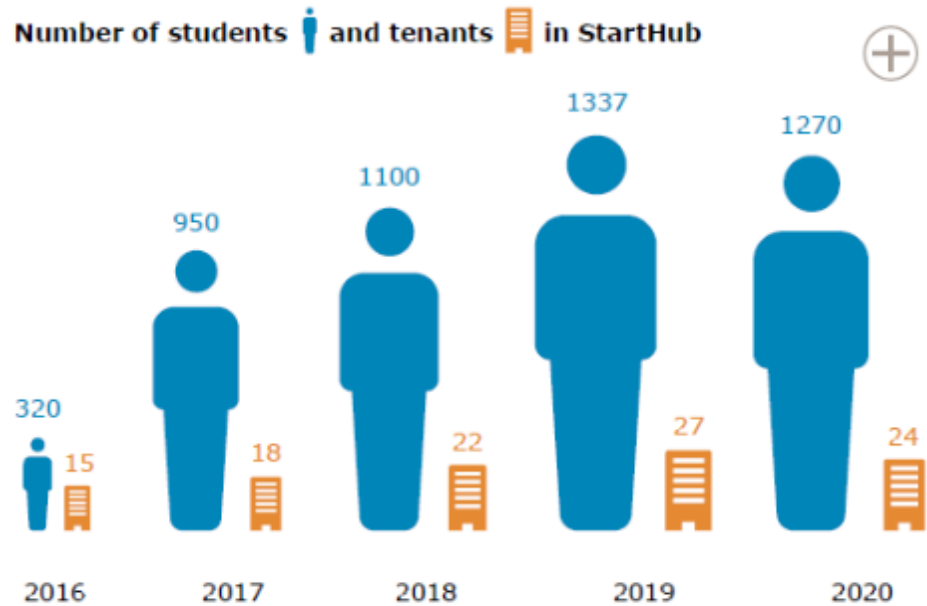
- Incubation program
- Incubator space and facilities
- Collaboration with FabLab Wageningen



2019 Startup Village:


- Collaboration with StartLife and Student challenges in new building

# Starthub Wageningen



## Starthub programme 2020

 **520** participants in total 

 **6** inspiration sessions  
**430** participants

Entrepreneurial experiences are shared, with the aim of inspiring students to think more entrepreneurially.

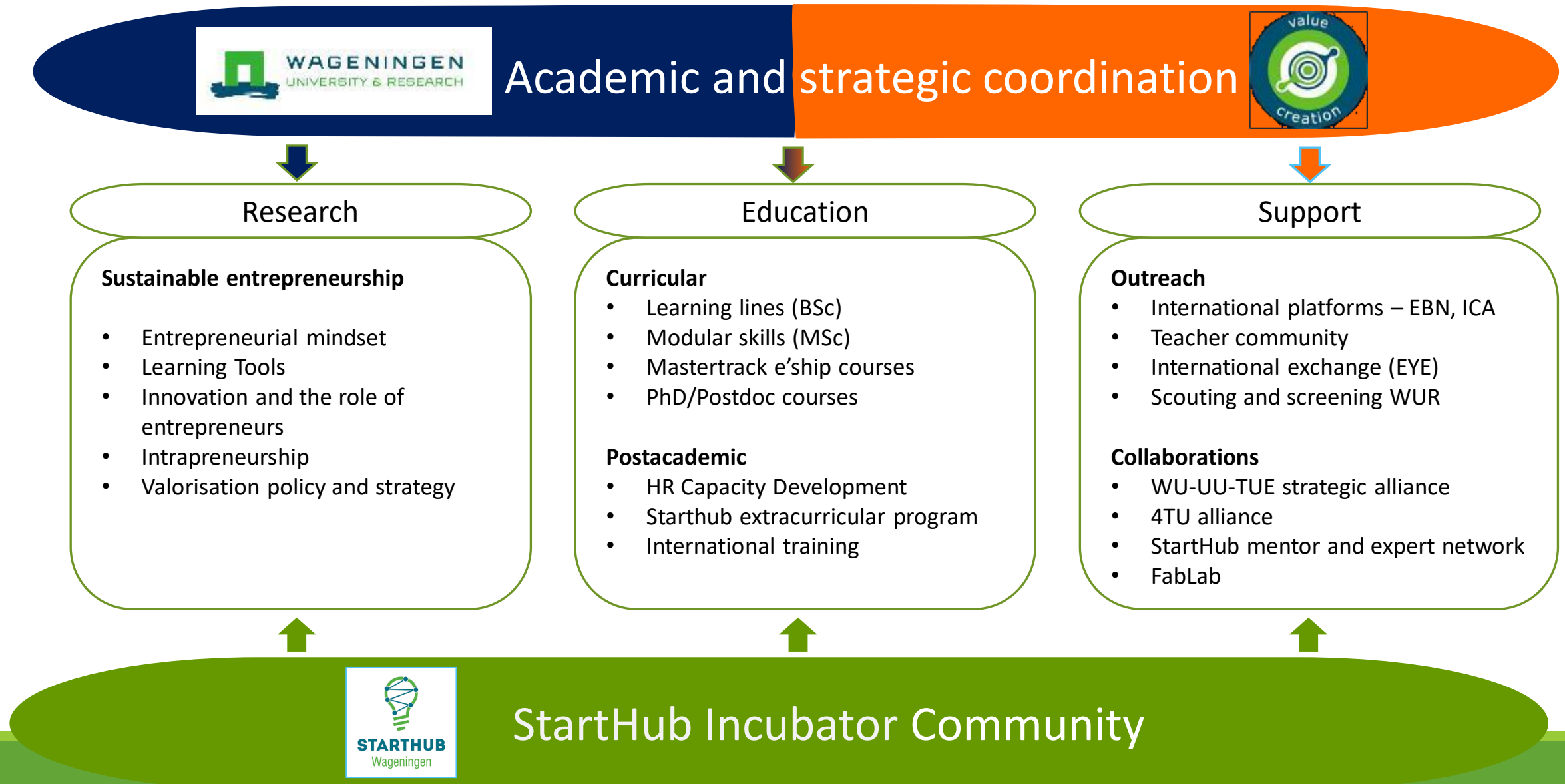
 **2** ideation series  
**65** participants

Per series 4 workshops on entrepreneurship skills and a deep-dive session on a theme on entrepreneurship.

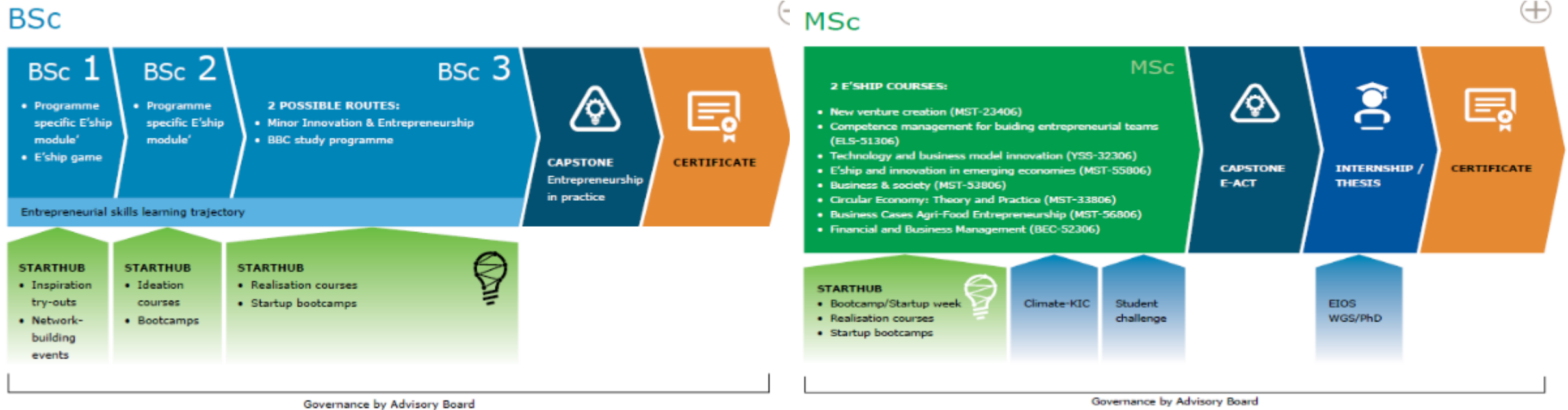
 **2** realisation bootcamps  
**25** participants

In 7 days, students are prepared to further develop their startup idea.

# Architecture: E'ship@WUR



# Focus: Meshing curricular and extra curricular activities



## Pro's:

StartHub / Startup Village is a recognised education area and extracurricular program counts against certificate

Students get familiar with the facilities and support of StartHub early on in their study – student retention

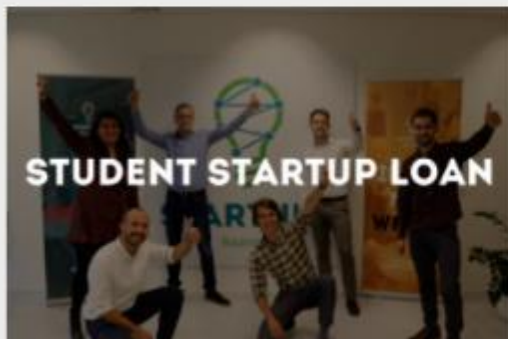
Students from different BSc and MSc programs mix , form teams for workshops or working on their own idea

More traction for internships / thesis work on StartHub and startup commissions

FACILITIES



SERVICES



Focus:  
Network  
and  
facilities

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# Ambition: Developing an incubator for sustainability

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## E'ship@WUR Research

### Sustainable entrepreneurship

- Effectuation and sustainability
- Innovation and the role of sustainable entrepreneurs
- SDG's for startups
- Valorisation strategy on impact, SDG's and global challenges



## E'ship@WUR Education

### Sustainable entrepreneurship

- Courses and modules on biobased economy
- Online courses on sustainable entrepreneurship
- Revenue and growth models for sustainable solutions
- Workshops on inclusivity and impact innovation
- Makerspace for prototyping solutions



## E'ship@WUR Incubation

### Sustainable entrepreneurship

- Support structure for social and non EU entrepreneurs
- Impact investment network
- Impact award AIEG
- Multidisciplinary proposition development
- Theory of change approach





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Thank you

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