



UNIVERSITY OF AMSTERDAM
Faculty of Humanities



From
26-30
Oct

Become an entrepreneur in the humanities



*Register for the
week-long
programme*

New Magazine

Video essay platform

Art museum on climate

Music platform

School for philosophy

Centre for Public History

Cultural advisory firm

Build. Test. Launch. In a week

Humanities Create

The Create programme covers all the stages of building a venture, connects you with experts and like-minded people, and helps you to create a prototype.

Full Programme

Day 1: Start your entrepreneurial journey

*Discover what it means to be an entrepreneur and how it fits with your talents and ambitions.
Discover how big trends can impact your venture idea and sport emerging opportunities.
Learn about the theory of change and implement it for your idea to test its impactful outcomes.*

Day 2: User insights and design thinking

*Put your idea to the test and gather feedback from real users.
Master design thinking to thoroughly understand the needs of your target audience.
Build detailed personas based on the collected insights and experiences.*

Day 3: Build a prototype and business model

*Bring your concept to life with a prototype of your venture.
Craft a robust business model that supports your goals via financial and organisational structures.
Validate your venture by testing it directly with potential users.*

Day 4: Storytelling and final pitch

*Develop the story of your venture, capturing your vision and its value.
Pitch your venture during the final presentation to our community of entrepreneurs, experts and mentors in the field.
Learn how you can take your project into the next phase.*

Details

When?	26, 27, 29 and 30 October, from 09:00 to 17:30
Where?	Humanities Venture Lab (Oudemanhuispoort E0.05)
For who?	Students, staff, researchers and alumni of UvA's Faculty of Humanities and VU Amsterdam. In some cases people from outside the UvA and VU can participate.
How can i sign up?	You can register by filling in the form via the qr-code on the other side. . Registrations close on October 20, 23:59.
Be aware!	Attendance is advised for all four days. Please reach out to us if you want to join the programme despite not being available for all four days.
Language	English
Costs	Free of charge

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