



## Best Practice: TUE Contest







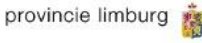
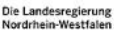

Best practice implemented at Eindhoven University of Technology

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The best practice Captured in a Business Model Canvas

		<h2 style="text-align: center;">Best Practice: TUE Contest</h2>						
<p><b>Key activities:</b></p> <ul style="list-style-type: none"> <li>Assessment of candidates             <ul style="list-style-type: none"> <li>Coaches</li> <li>TU/e employees</li> </ul> </li> <li>Coordination of event</li> <li>Promotion</li> </ul> <p><b>Key resources and partners</b></p> <ul style="list-style-type: none"> <li>TU/e Innovation Space</li> <li>Soapbox</li> </ul>	<p><b>Critical success factors:</b></p> <ul style="list-style-type: none"> <li>Collaboration with highly experienced event partner</li> <li>Students can create a profile on the website</li> <li>Students, coaches and partners can communicate via an online platform</li> <li>Connecting ambitious students with companies and professionals</li> </ul>	<p><b>Value proposition:</b></p> <ul style="list-style-type: none"> <li>Professional support</li> <li>Networking opportunities</li> <li>Training</li> <li>Workshops with different themes( e.g. pitching, developing a business model and intellectual property)</li> <li>Coaching</li> <li>Part of a community, easy contact via platform</li> </ul>	<p><b>Customer management:</b></p> <ul style="list-style-type: none"> <li>Long recruitment trajectory</li> <li>Many on campus activities and promotion actions</li> <li>Lecture talks</li> <li>Promotion via professors</li> <li>Innovation space is the host of the event</li> </ul>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>All Tue students, including PhD'ers</li> <li>Three categories:             <ul style="list-style-type: none"> <li>Student team</li> <li>Students with only an Idea</li> <li>Students with a prototype</li> </ul> </li> <li>More and more bachelor student begin to participate (earlier mostly MSc)</li> </ul>				
<p><b>Costs:</b></p> <ul style="list-style-type: none"> <li>Promotion</li> <li>Organization of events</li> <li>Labor hours</li> </ul>		<p><b>Revenues:</b> Revenue from the different partner packages (arranged with Soapbox) Sponsoring</p>						
								
<p>Case selected from Innovation Space – University of Techonology Eindhoven</p>								

## The Value Proposition

### Practical description of the concept

The TU/e Contest is an initiative of TU/e innovation Space. It was first organized in 2015 and has been growing ever since. It is a contest for entrepreneurial engineers with international ambitions organized by and for the Eindhoven University of Technology. The contest offers students the opportunity to enter the spotlights with their innovative and technology-driven ideas. Although the students compete for monetary prizes in three different competitions, the contest offers so much more to the participating students. The selected students / teams get the opportunity to participate in workshops, a speed-dating event to develop their network and receive feedback from industry coaches. Moreover, during and after the contest they get access to the tools and network to further develop their ideas in co-creation with industry partners. As such the contest contributes to the development of talent of participating students and stimulates entrepreneurship and innovation.

The following quotes illustrated the added value perceived by the participants:

Shanna de Lang,  
finalist TU/e Contest 2020

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*“During the course of the TU/e Contest we talked a lot of business partners from whom we received feedback and that helped us develop our idea further”*

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*“ The TU/e Contest enables us to optimize our business plan and helped us by organizing great workshops and other learning opportunities. We definitely recommend it to other students wanting to develop their innovation”*

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Paul van Diessen,  
finalist TU/e Contest 2020

Clarissa Schmitt, finalist TU/e  
Contest 2019

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*« By participating and talking to a lot of companies we got so much feedback that really brought us forward. I think we can do a lot of good things with everything we got out of this contest »*

The contest offers its participants access to a wide networks of partners. To ensure their commitment, the contest also considered how to create value for them. Employer branding is the main value proposition for this group. In particular four partner packages are developed that offer increasing employer branding and coaching and co-creation option for the partners. The base package “Employer Branding” offers the following benefits: branding, HR options, a role in the grand finale and an exhibition stand at the career and innovation market. The “Business partner” package offers the base package plus additional coaching options (role in matchmaking, online coaching and speed-dating. The

“Business Partner+” package is a third extension and includes, on top of the “Business Partner” package, additional branding benefits, the option to bring in own business cases and involvement in an sprint day. Finally, there is a fourth packages that offers all of the above plus more input regarding the selection process, a role in the jury, even more exposure in the finale and career days, the option to create an own awards and if desired tailormade collaboration options.

### The Target Group

The competition targets students from the Eindhoven University of Technology. Furthermore, the following entry requirements are considered:

- All students who study at Eindhoven University of Technology can apply (thus both Bachelor and Master students)
- PhDs and PDEng students can participate in the Prototyping or Student Team category
- Participation is free of charge
- A team for the category “ideation” or “Prototype” consists of minimum 1 and maximum 6 team members
- The organization of the TU/e Contest reserves the right to place teams in the most appropriate category.

These students participate in three categories: Ideation, Prototyping and Student Teams.

Our survey among 200 entrepreneurial students from the three partner universities indicate that this event units three types of entrepreneurial support that are highly valued by entrepreneurs in the different stages of the entrepreneurial journey. As such, the contest attracts student entrepreneurs with varying degrees of development. This is also represented in the three categories of prizes, where especially the prototyping category attracts entrepreneurial students that are already more advanced.

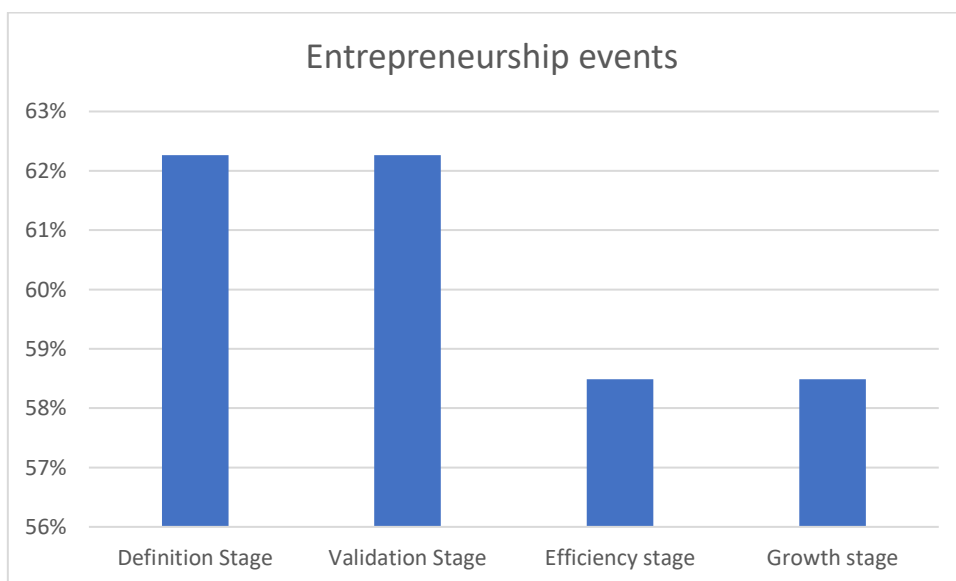


Figure 1: Desire for entrepreneurship events over the different development stages

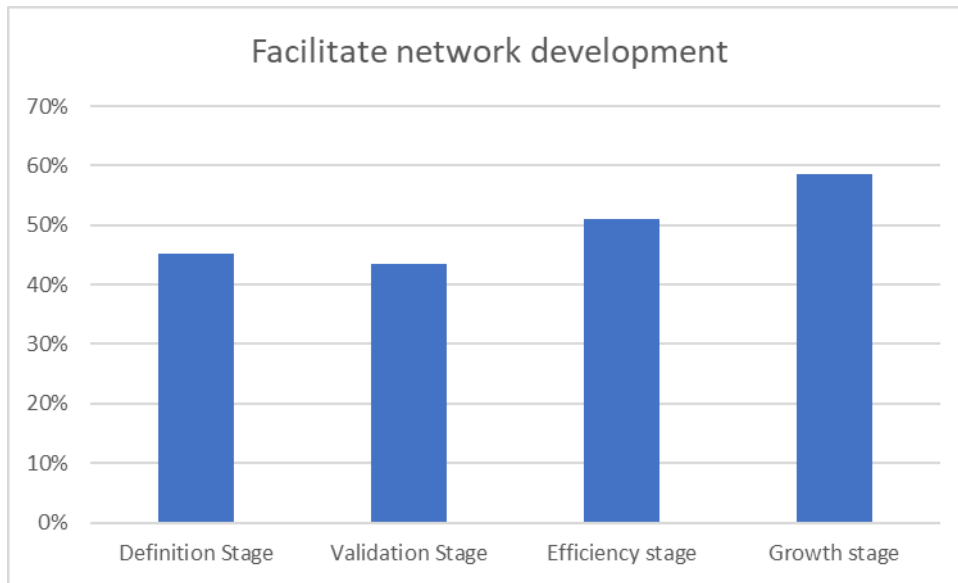


Figure 2: Desire for facilitation of network development over the different development stages

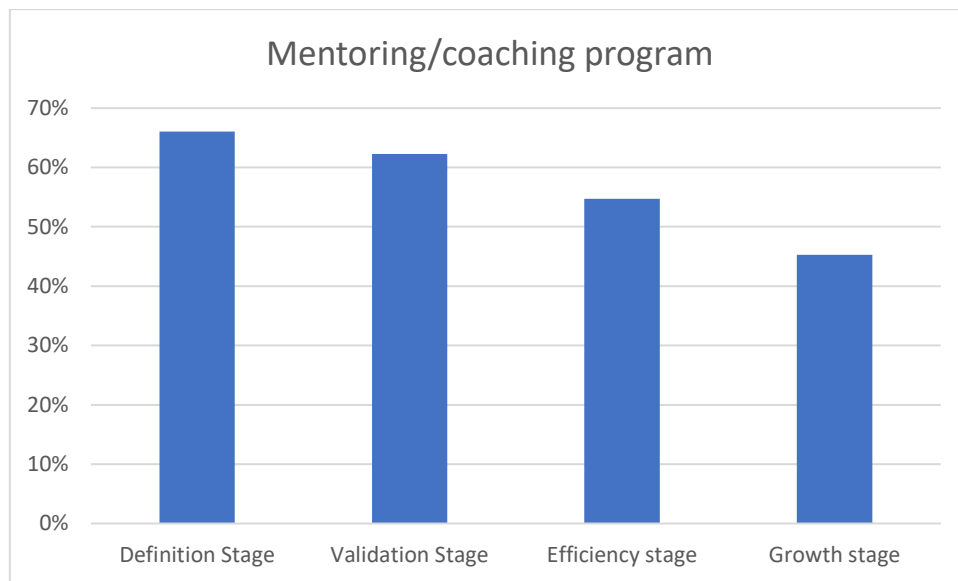


Figure 3: Desire for mentoring/coaching over the different development stages

## How to Reach the Target Group

### Students

The promotion starts more than three months before the competition, after the competition a clear schedule for next year's edition is made. There is a lot of on campus promotion, promotion via professors, lecture and posters and the traditional social media channels (Instagram, LinkedIn)

### Partners

The promotion of the event towards the industry and potential partners is mainly handled by Soapbox through direct marketing techniques and by building on existing network connections and the

ecosystem of TU/e Eindhoven. As the event also gets a lot of coverage in the traditional and social media, the event is well-know in the region.

## RESULTS 2020

### Facts and Figures Tu/e Contest 2020



### Media: total reach of all media is over 640.000 (Dutch)



**BNR nieuwsradio**  
BNR doet al 5 jaar verslag van het finale evenement en nodigt deelnemers en partners geregeld uit tijdens uitzendingen om hun innovaties toe te lichten



**Cursor (nieuwsblad TU/e)**  
Cursor verzorgde diepte-interviews en achtergrondverhalen van deelnemers en business partners en plaatst deze op hun website en/of in hun maandelijkse magazine



**Eindhovens Dagblad**  
Het ED deelt geregeld updates en verslagen van events die verschijnen op de kanalen van de TU/e Contest, Cursor en TU Eindhoven



**INNOVATION ORIGINS**  
Innovation Origins is een onafhankelijk actueel journalistiek platform voor innovatief Eindhoven en brengt regelmatig verslag uit over de TU/e Contest

Figure 4: Overview of promotion and reach of TU/e contest

Organizing for Delivery of the Value Proposition



# Timeline

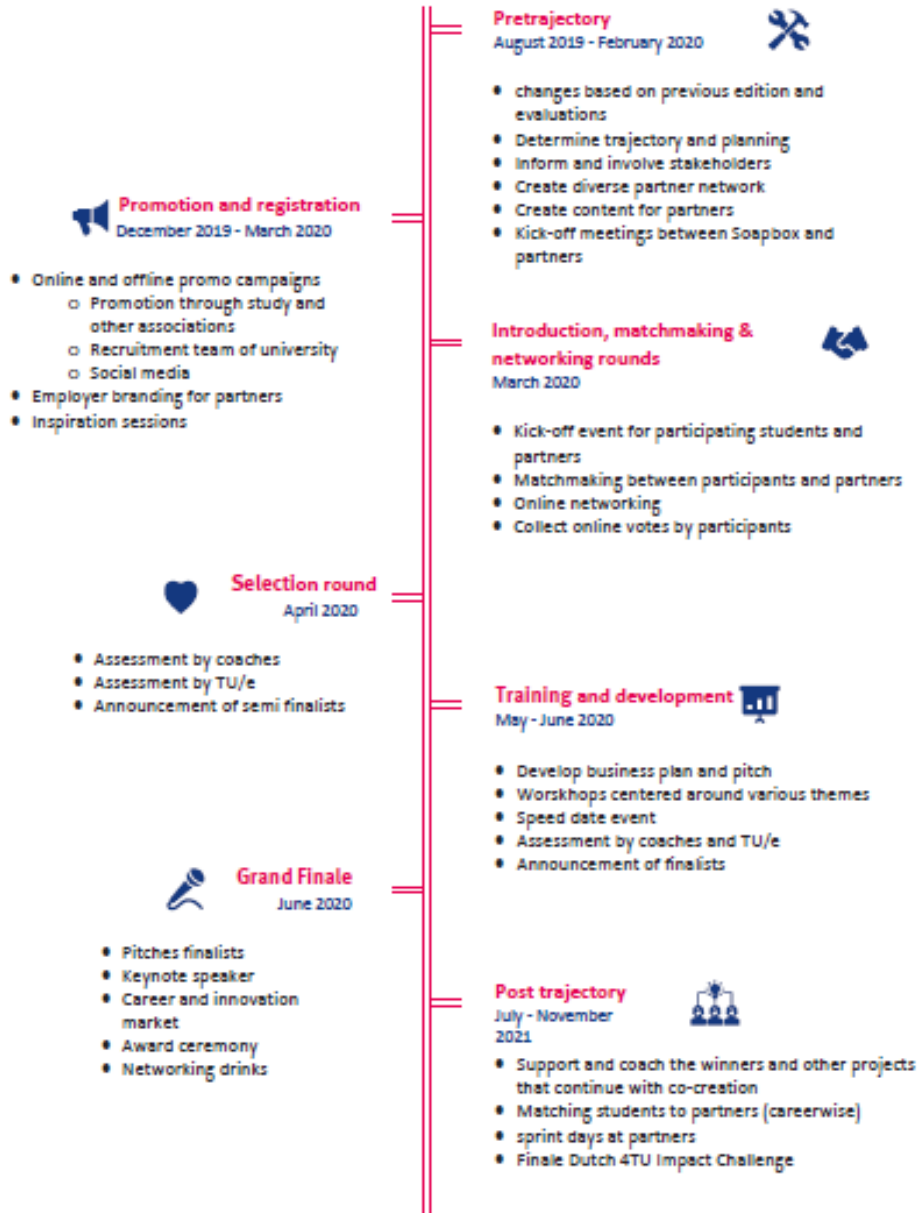


Figure 5: Timeline of key activities related to organization of TU/e Contest

The figure above illustrates the timing of the different activities that are necessary to organize the event and deliver the value proposition to the participating students as well as towards the paying partners. To facilitate this process, TU/e can count on its collaboration partner Soapbox who serves as an intermediary between the university and the partners in the ecosystem. Soapbox is also responsible for the platform that is used during the contest to shape the interactions between the students on the one hand and the co-creating partners from industry on the other hand. Every stakeholder on the platform has its own dashboard to monitor the

collaboration. The coaches from the industry can use the dashboard to create their profile, manage their agenda and keep track of the different projects. Likewise, also the students have their own dashboard to keep track of their progress in the competition, the events, the project(s) they belong to. Both groups can also interact through a chat function. This platform allows the industry partners to collaborate with the students in a time efficient way, while at the same time allows for a wide network the students can access.

### The financial Side

The TU/e Contest generates revenues through its partner packages where industry partners pay to receive employer branding and/or to be involved in the different stages of the competition. The pricing for these packages ranges from about €3.000 to over €15.000 depending on the nature of the package. These revenues (partly) compensate for the costs that are made for promoting the event, and the recruitment and coaching trajectories as well as the organization of the grand finale. Being hosted by the TU/e Innovation Space, the contest can also rely on the resources and expertise of Innovation Space to cover these inputs.

### More information

Website: <https://www.tuecontest.nl/>

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