

UNIVERSITY OF TWENTE.

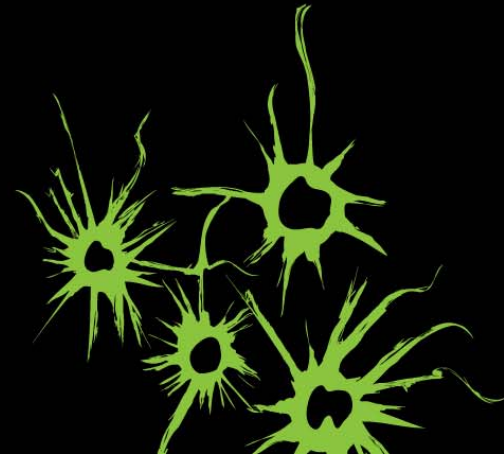


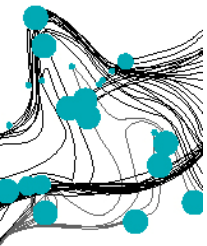
High Tech, Human Touch

The university of Twente as an engine of economic
development

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CONTENT



1. History and profile
2. Entrepreneurship
3. Kennispark
4. Lessons learned



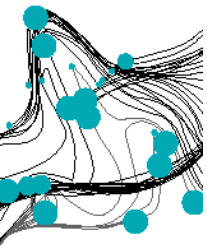


HISTORY

- Established 1961
- Increased demand for higher education
- Need for a third technical university
- New institutions distributed throughout the country
- Oncoming crisis in textile industry:
university with an economic mission

RoUTe '14 - high tech human touch

- Modern University of Technology
- Excellent Education and Research
- New technology and its application in society
- Engineering approach
- Distinctive in this context is our capacity to combine and cooperate across disciplines between science, engineering and social sciences, and our entrepreneurial mindset



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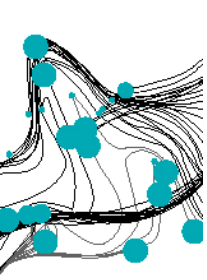


ENTREPRENEURSHIP

- Started in 1984
- Economic crisis especially in Twente
- Social economic responsibility
- Utilization of university knowledge
- Creates local impact

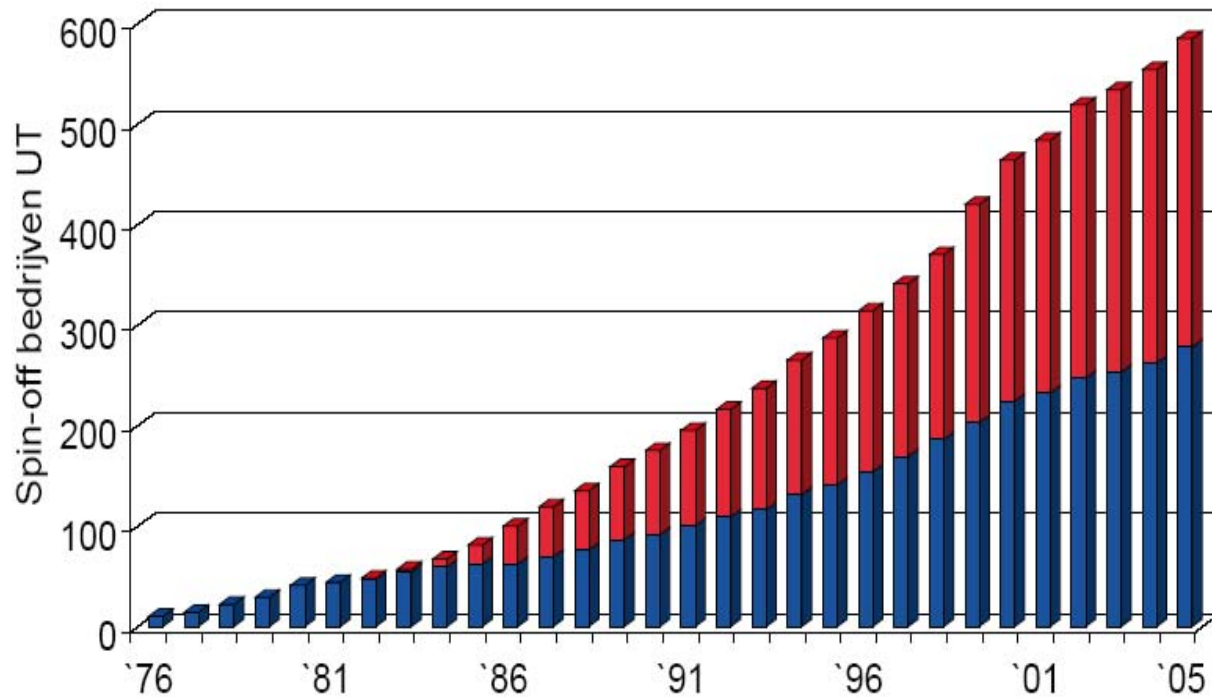
ENTREPRENEURIAL UNIVERSITY

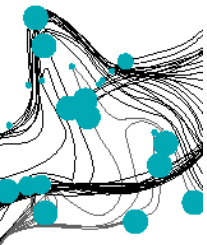
- Identify and support talent
- Provide facilities (labs and offices) through *Kennispark* business accelerators
- Provide investment funds and support through Holding Technopolis Twente



UT spin offs

700 spin offs approx. 7000 jobs





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Kennispark (Science park) Twente

- Building on history *entrepreneurial* University of Twente
- A cooperation between City of Enschede, Province of Overijssel and University of Twente
- Improve the system for innovation and entrepreneurship
- Goal: 10,000 high-end jobs
- Innovation campus of national importance



Program lines

- Coordinate, complete, communicate
 - Saxion, BTC, IPT, Oost NV, WTC
- Facilitate starting and growing businesses (Entrepreneurship)
- Stimulate innovation in existing companies (Innovation)
- Develop an inspiring area for innovative businesses (Area)



Entrepreneurship (starting business)

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- Awareness
 - Talent scouting
 - Education, training, coaching
 - Business development
 - Financing networks
 - Incubator



Innovation (existing business)

- Access to knowledge: Portals
- National programmes (threatened by government spending cuts)
- Open Innovation Clusters
 - High Tech Facilities
 - Neutral ground
 - Events, training, acquisition, business development, etc.
- Acquisition of companies

New R&D centres

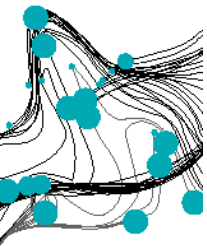
- TPRC (Thermoplastic Composites; incl. Boeing)
- High Tech Factory (small tech production)
- T-Xchange (virtual reality + serious gaming; incl. Thales)
- Twente Lab for Telemedicine
- CMI (Medical Imaging; incl. Siemens)
- Leo (Robotics)



Basic aspect

- Two extreme models
 - life sciences, pharma, etc.
 - nano, IT, etc.
- Centralized: TTO, roadmaps, licensing, IP
- Decentralized: business case development, start-ups, shares

- Twente: (decentralized model)
 - Technology (or IP) and business case are mostly only loosely linked
 - Start-ups are often an effective commercialization strategy

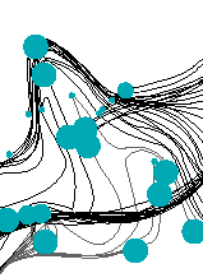


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Lessons learned 1



- Is it our smart ideas that fuel the process ?
 - A bit, but innovation is unpredictable
- It's about talent that has the guts (or is naïve enough) and conditions to try it
 - You're sitting on a goldmine ?
 - Twente: 20% sees entrepreneurship as a serious career choice
 - And has no clue when they first visit
 - Entrepreneurial mindset on campus

Lessons learned 2

- The university is not the center of gravity from which it all branches out
- See the university and Kennispark as
 - part of the pie
 - in the light of a shared higher goal
 - regional development rather than tech transfer



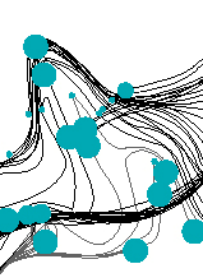
Lessons learned 3

- The picture changes while we're drawing it
 - Make ourselves ultimately and visibly responsible for the process (not only the results)
 - Pioneering qualities
 - Behave as a young firm with high ambition
 - Stay away from the debate around structure, public organizations love that but it's poison for us
 - Deliver, deliver, deliver



Lessons learned 4

- We have to innovate the regional system
- University, city, province, partners, companies, public opinion: they learn the game along the way, with us
- Link straight into higher management and separate from the existing structures
- Cooperate with and invest in other parties
Innovation platform, regional development agency
- Take time



Conclusions

- It's a journey, not a structure
- Choose your pioneers carefully
- Learn and develop underway with internal and external partners and friends
- You have to: every regional system is unique
- And have a lot of fun
 - Fascinating dynamics!

