

Welcome!

# DRIVING TRANSITIONS

 In Society, With Society

**TU/e** EINDHOVEN  
UNIVERSITY OF  
TECHNOLOGY



WAGENINGEN  
UNIVERSITY & RESEARCH



Utrecht  
University



UMC Utrecht



# YOUTH AS AGENTS OF INNOVATION & CHANGE

alliance TU/e, WUR, UU, UMC Utrecht | [EWUU.nl](http://EWUU.nl)

- **EWUU Innovation labs:** a pilot to explore knowledge utilisation support for innovative solutions from EWUU research by multidisciplinary student teams

# WHY

**EWUU Impact ambition:** The EWUU alliance drives the real-world application of academic and non-academic knowledge to directly address societal challenges in energy, sustainability, health, food and societal resilience at large.

This is achieved by strengthening the societal impact of research and education within the EWUU Initiatives, **fostering cross-(entrepreneurial) ecosystem interactions and co-developing and implementing innovative**, transdisciplinary solutions together with public- and private stakeholders while leveraging SHAPE disciplines to ensure that innovations are not only developed but also embraced and effectively implemented, driving real and lasting societal change.

# WHY

**Wish of the EWUU board:** to create more ventures from EWUU research

**EWUU Impact Team view:** Ventures are not an end in themselves, but an important pathway to achieving impact. To increase the likelihood of successful venture creation, we need to better facilitate both the exploration of the broader impact potential of innovations and, more specifically, their potential to develop into ventures. As a concrete step, we propose to adapt and implement a proven concept from 4TU.Impact within the EWUU environment: **Ideation Labs**

# Many promising technologies never reach application

## The Challenge

- Researchers lack time for market exploration
- Application pathways remain unclear
- Valuable innovations remain unused

## The Opportunity

- Dedicated student teams explore applications, under the strict guidance of experienced coaches and domain experts
- Structured validation of real-world relevance
- Clear direction for next steps

This is not primary education; this is business development support supervised by the knowledge transfer officers and incubators.

**COLLABORATE. IDEATE.  
VALIDATE. REPEAT**

**#4TUideationlabs**

# STUDENTS AS ENTREPRENEURIAL CHANGE AGENTS

## How the EWUU Ideation Lab facilitates learning

EWUU Researchers submit research projects, and students from all four institutions can join based on interest and expertise. This structure naturally creates inter- and transdisciplinary teams and strengthens alignment by bringing diverse perspectives together around potential solutions.

## Learning goals

EWUU students gain learning outcomes around ideation, validation, design thinking, business development, collaboration, stakeholders management, entrepreneurial skills & change agency.

## EWUU badge

The pilot proposes (if feasible) awarding an official EWUU digital badge to recognize interdisciplinary participation and skills in teamwork, entrepreneurship and societal impact. Students can add the badge to LinkedIn or their CV, increasing EWUU's visibility within the student community.

# How the Ideation Lab Works



## 1. Selection and Team Formation

**Start by submitting an expression of interest. interest.**

After a short intake, selected researchers prepare a brief case summary (1–2 pages), shared with students ahead of the programme. Matchmaking done by team

Based on these interactions and preferences, preferences, teams are formed and confirmed before the programme begins. begins.



## 2. Programme

**5-month exploration phase**

Student teams investigate where the technology could create value.

Activities typically include:

- Understanding the capabilities and limitations of the technology
- Exploring potential application areas
- Conducting interviews with industry and domain experts
- Identifying realistic use cases
- Testing early assumptions about market relevance



## 3. Final Delivery

**Structured recommendations based on real-world feedback**

Each team delivers:

- A structured overview of potential application areas
- Key insights from stakeholder interviews
- An assessment of opportunities and limitations
- Clear recommendations on whether to proceed, pivot, or pause

# What You Get as a Researcher



## Dedicated Student Team

~20+ hours/week focused on your technology



## Structured Market Feedback

Validated insights on real-world relevance



## New Collaboration Opportunities

Connections across industry and academia



## Value Chain Insights

Insights into value chains and applications



## Clear Recommendations

Evidence-based recommendations for next steps



# Typical Outcomes

## Application Opportunities

Identified application opportunities

## Market Relevance

Validated market relevance

## Industry Contacts

New industry contacts

## Grant Input

Input for grant proposals

## Valorisation Pathways

Potential pathways to spin-out, licensing or pilot

These insights may support next steps such as: Follow-up research · Grant proposals · Pilot exploration · Licensing · Spin-out evaluation



# What Kind of Research Fits Best

## Technology Readiness

TRL typically between 3–6

## Identifiable IP

Patent, IDF or clear trade secret (via TTO)

## Application Interest

Interest in application or impact

## No Prior Commitments

No prior commitments blocking valorisation

# Key Dates & Timeline

## Expression of Interest

Pre-applications are open now!

Submit your interest research case »

**Deadline: May 31.**

## Programme Duration September 2026 – February 2027

Programme Start Fri, Sep 11



## Selection Period

Matchmaking June 12

Final Teams Confirmed June 19

## Final Presentations

Fri, Feb 19 2027

Evidence-based recommendations delivered

# INTERESTED IN JOINING?

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# QUESTIONS?

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