

WUR & Waardecreatie & Ondernemerschap

12 maart 2019 – Gerlinde van Vilsteren



WAGENINGEN
UNIVERSITY & RESEARCH

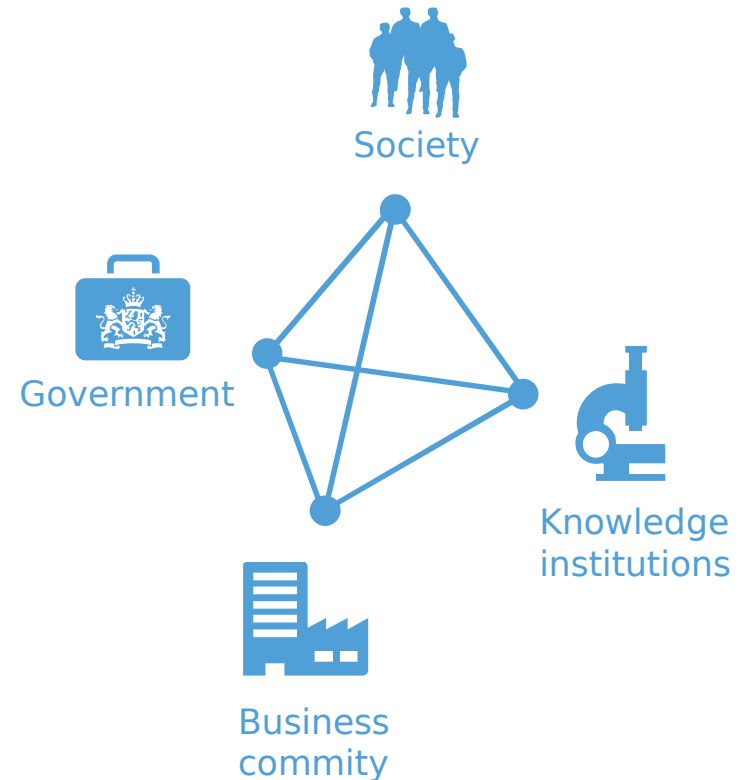
Dutch economic strength: agro and food



The Wageningen approach

Dutch diamond

- No one-dimensional solutions for urgent challenges, therefore: **multidisciplinary** approach and **open connections** between scientific and social science disciplines
- **Cooperation** between university and market-oriented research institutes
- Close collaboration with **government authorities, the business community, research institutes and other universities**



Many routes to value creation

Societal

- Graduates (B/MSc, PhD)
- Non-degree education
- Knowledge mobilisation
- Scientific impact
- Policy impact (N)GO
- Dialogue
- Co-creation
- Education & popular outreach (e.g. schools)
- ...

Economical

- PPP
- Startup
- Co-creation/innovation
- Spin-off (IP deal)
- Tech-transfer deal
- Know how-transfer
- Contract research
- Education for professionals
- Shared research facilities
- Campus development
- ...

University

- Students / scientists
- Education
- International
- Known worldwide
- Fundamental research
- High quality / high rankings

Research institutes

- Research employees
- Translation research from fundamental to applied
- Shared research facilities
- Pre-competitive & confidential projects

Campus ecosystem

Startups

- StartLife
- Support & coaching starters
- Incubator
- Interaction & learning
- (Seed) capital

(Inter)national companies

- R&D departments
- Researchers
- Own & shared facilities
- Looking for interaction *and* confidential surrounding



Related to Agro, Food, Nutrition, Biobased and Healthy Living Environment

Wageningen Campus video



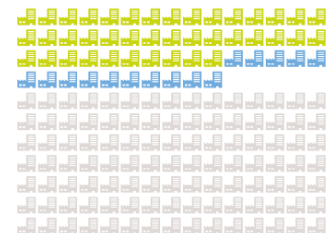
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Link to the video on Wageningen Campus

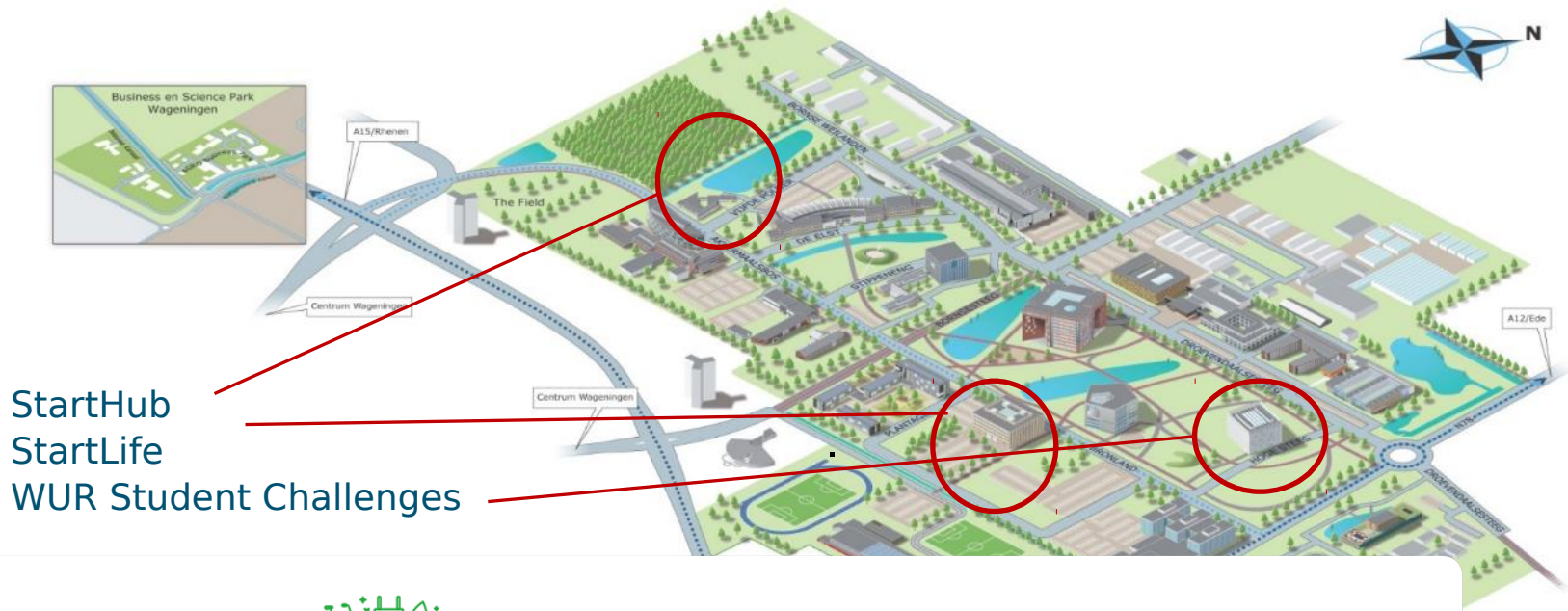
2018 figures Campus

- WUR approx. 400.000 m² buildings on campus
- Companies approx. 330.000 m² buildings incl. Unilever FIC (45.000 m²)
- Housing students approx. 40.000 m²
- 44% growth in non-WUR jobs 2014 -> 2018



Wageningen Campus

wageningen
campus

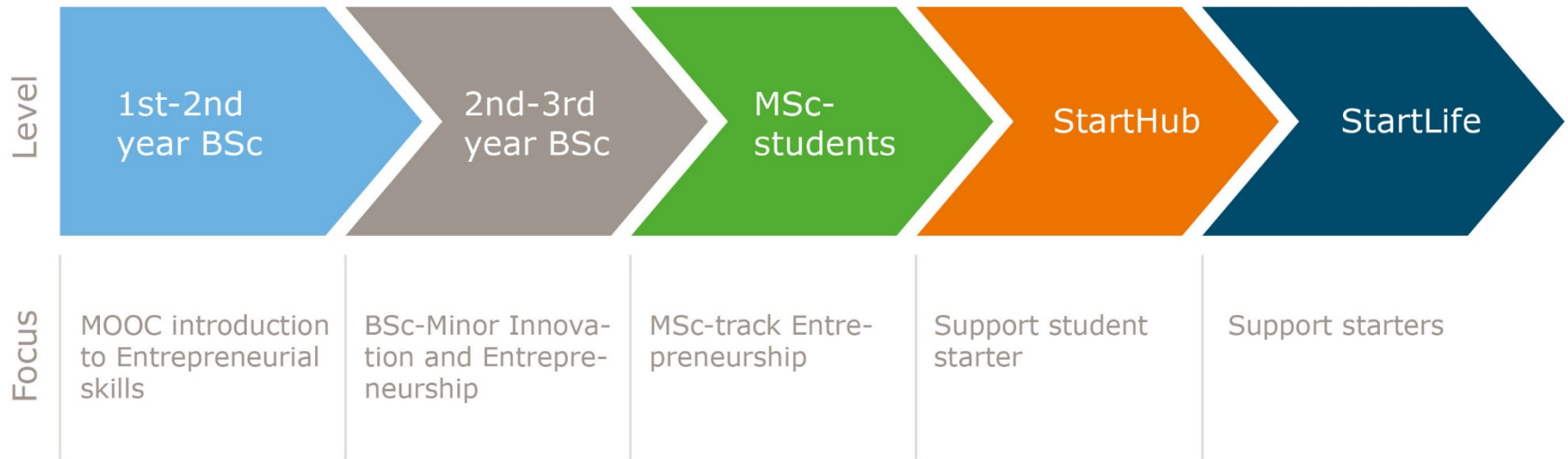


StartHub
StartLife
WUR Student Challenges



SPARK THE FUTURE,
JOIN THE CHALLENGE!

Existing modules on entrepreneurship



> 1000 potentiële ondernemers onder studenten*



68
intake-gesprekken
via StartHub in 2017

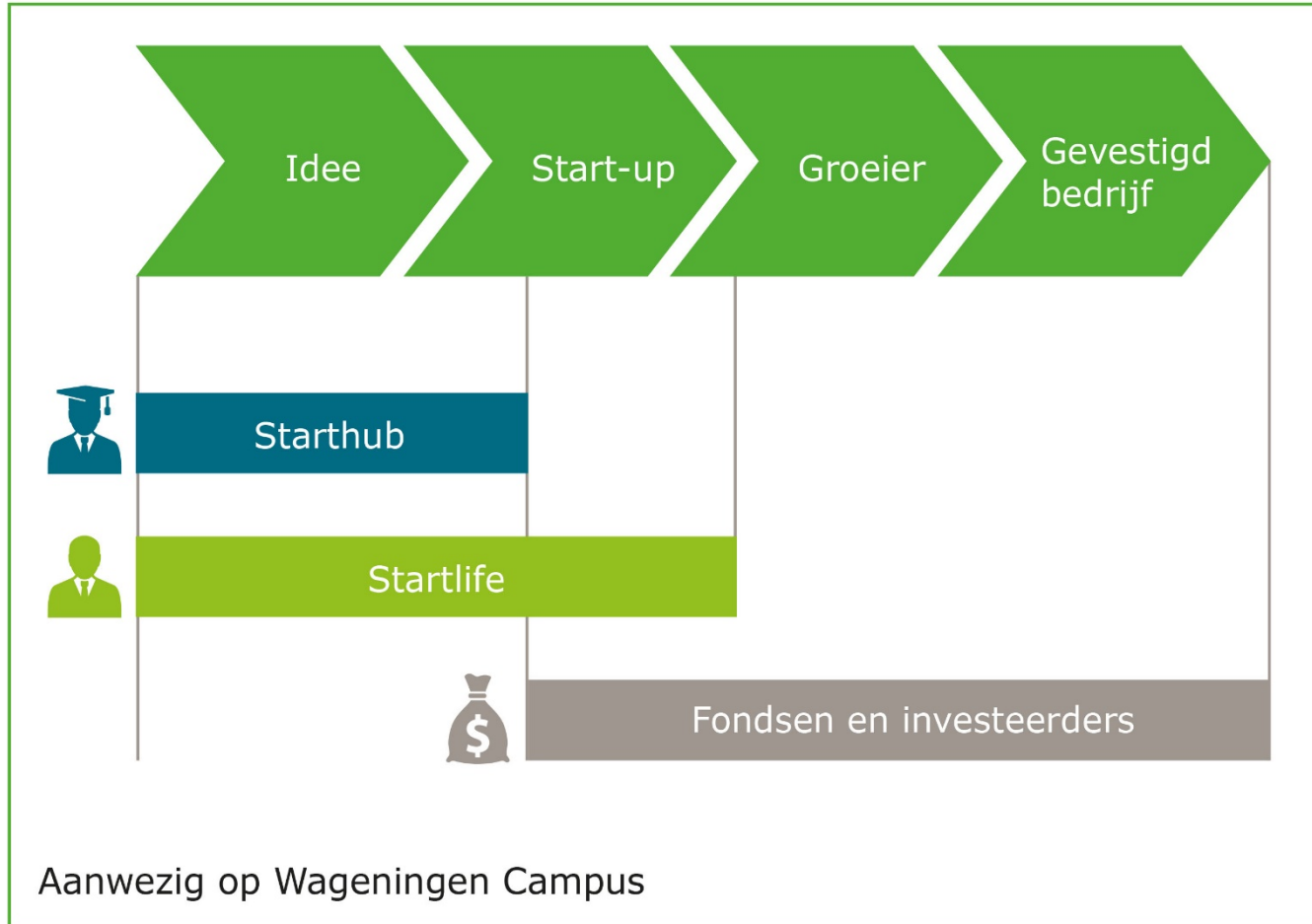


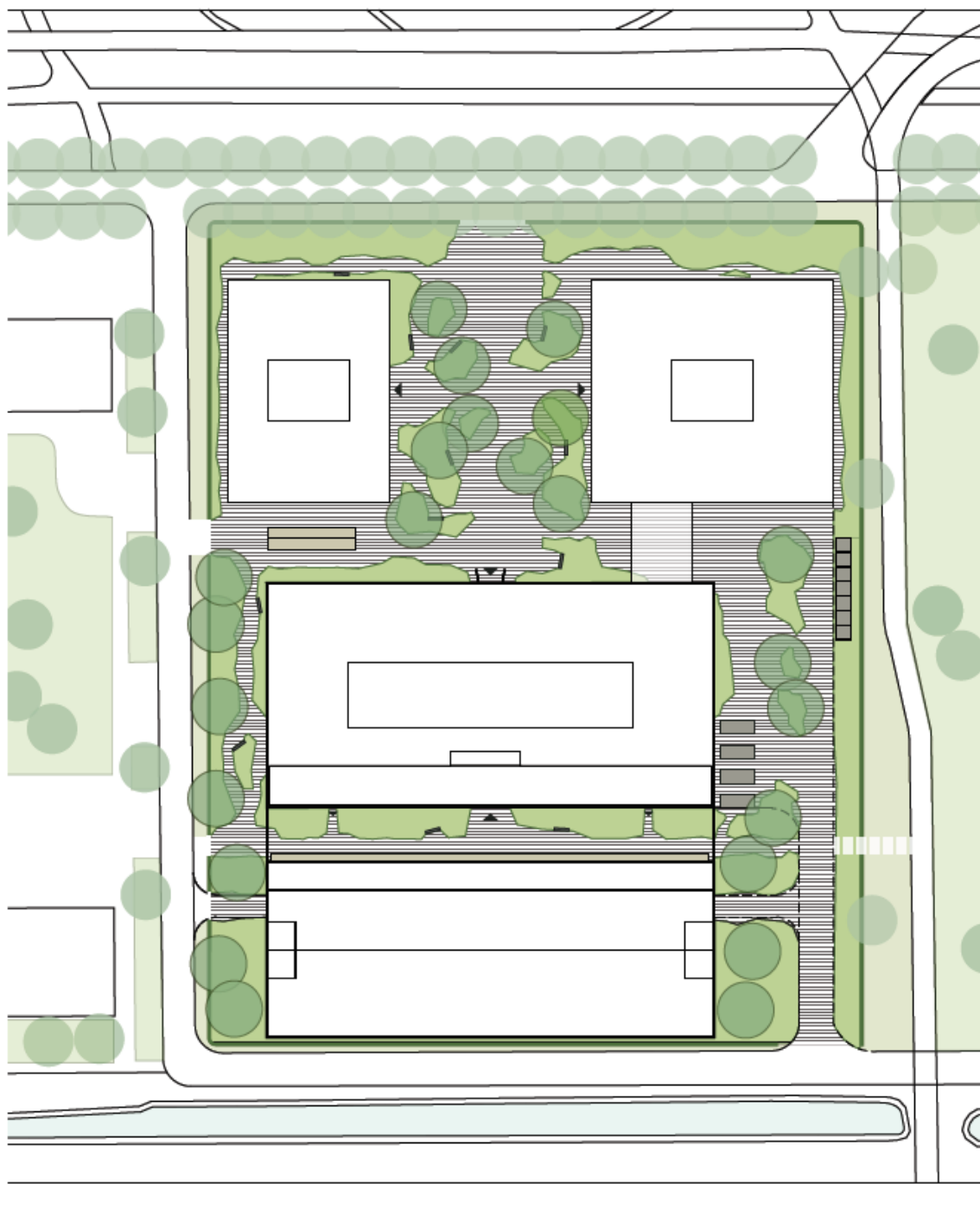
13
startups
met financiële
ondersteuning in 2017



5
startups **
in 2017

From promising idea to a company



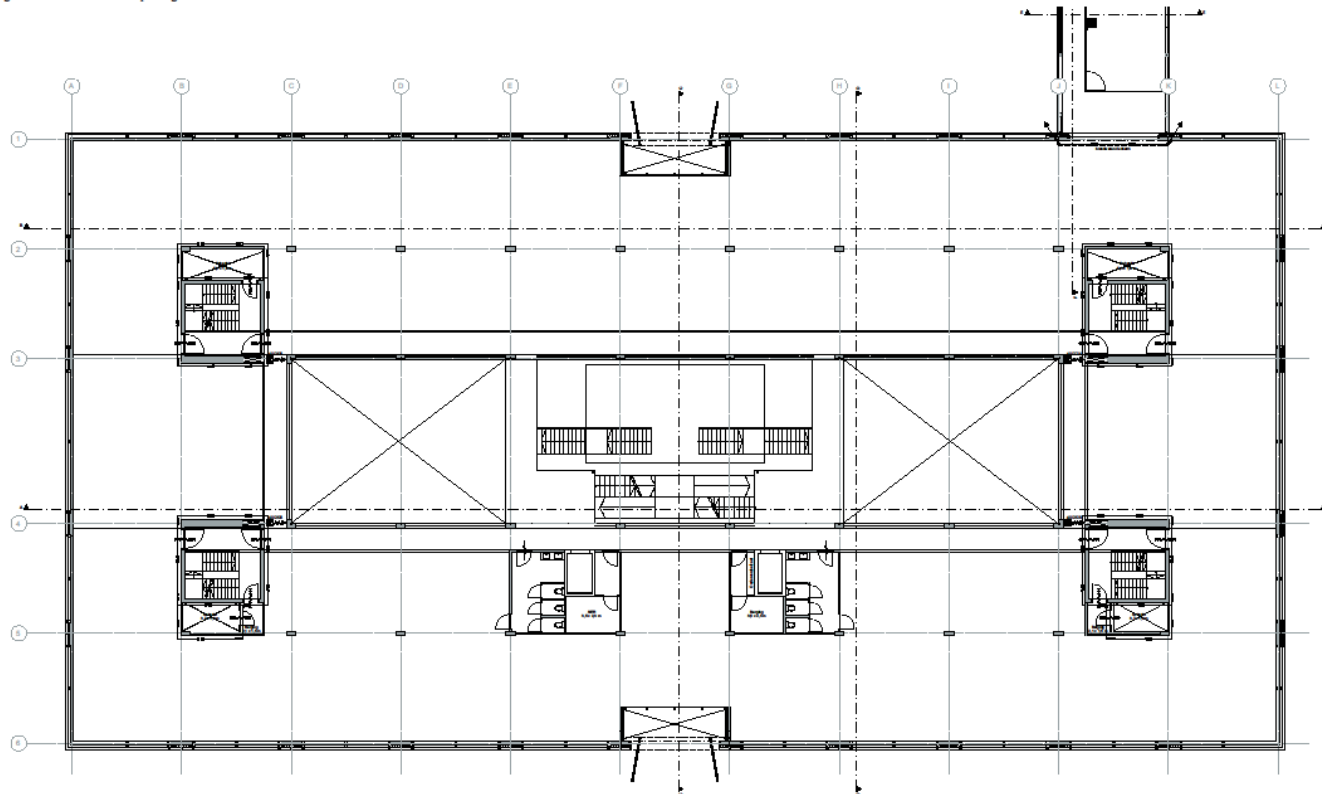


Ondernemersplein



Eerste verdieping

Op de eerste verdieping bevinden zich behoudens de generieke elementen uitsluitend verhuurbare ruimtes. Daarnaast bevindt zich aan de oostzijde op deze laag de verbingsbrug met Plus Ultra. De oostelijke helft van deze plattegrond zal gebruikt worden door Startup Village

01 Plattegrond eerste verdieping (peil +4,0m)









Thanks for your attention

Gerlinde van Vilsteren
Corporate Value
Creation

