

from 2 to 6 March 2015

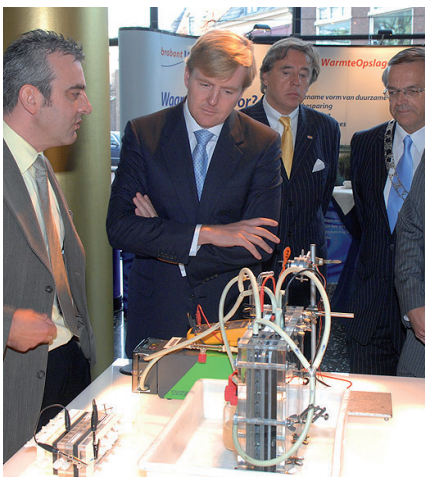


# WaterCampus Business Challenge

Powered by Wetsus, Water Alliance, CEW, Deloitte & O2 Environmental



**Deloitte.**



## WaterCampus Business Challenge

The WaterCampus Business Challenge is an excellent training for existing and future entrepreneurs, focusing on how to build good innovative technology and services into a successful international business. Together with various experts and experienced entrepreneurs, an inspiring broad and high quality program is offered. The WaterCampus Business Challenge is powered by Wetsus, Water Alliance, CEW, Deloitte and O2 Environmental. The challenge will take place from March 2 to 6, 2015. The program is open for everyone who has an (idea for an) exciting business proposition for the water industry, and wants to learn more about how to become successful in this sector.

Based on feedback from participants, speakers and coaches and our experience from previous water business challenges, we have redesigned the challenge, which has led to an even better five day program. There will be entrepreneurs and coaches sharing their successes, failures and experiences the whole week.

## Who should attend?

The WaterCampus Business Challenge is especially created for individuals or organizations with a product or service idea to launch in the water related business sector. The product or service must contribute to the development of sustainable solutions to face the current, increasing water shortage and water quality problems in the world. Participants may have business or social goals and different backgrounds; they may be experienced or new to the water (related) business, entrepreneurs with a common ambition: to set up a sound business. Selection of candidates is based on creativity and quality of the business idea, commitment, and attractiveness of the business plan.

## Day 1 Networking & business models

The program starts on Monday around noon with a welcoming lunch. In an informal setting candidates will get to know each other and the facilities and organisations of WaterCampus Leeuwarden. In the afternoon the candidates will learn the essentials to create a good Business Plan. Different Business Models will be discussed. This afternoon session will give the participants the right structure for the rest of the week.

## Day 2 Value proposition and activities

On Tuesday the focus of the program will be on your value proposition and activities of your company. What added value will your product deliver to the customers? Who are your competitors and what makes your proposition unique? What skills do you need for your product? What are your key activities and which part will be delivered by partners or third companies?



### Day 3 Finance and presentation workshop

On Wednesday the program will have a planning and financial focus. What are the most important milestones in the development of your company? What type of finance will you need, when, how and from whom? What are the revenue streams for your company?

In the afternoon there will be a presentation coaching session, as well as time to work on the pitch for the jury. In the evening there will be the 'CEO Dinner'. More than 25 executives from the water sector will join the group in a restaurant. An ideal opportunity to pitch your plan and a unique chance to network with your future clients and partners.

### Day 4 Sales and marketing strategies

Thursday is marked by sales and marketing strategies. How will you position your product/service? What makes your proposition unique? What are the risks involved, and how to control these? We will also focus on entrepreneurial gut feeling with inspiring coaches who just did something right. The afternoon session will be completely focused on finalizing your business plan and preparing for the presentation on Friday.

### Day 5 Business Plan Presentation and Awards

The fifth and final day is the day where all participants present their plans to an expert jury of investors, as well as an audience of fellow participants. The winner will of course receive a prize.

The program is designed in such a way that there is a good balance between theory, workshops, individual coaching, and time to relax!



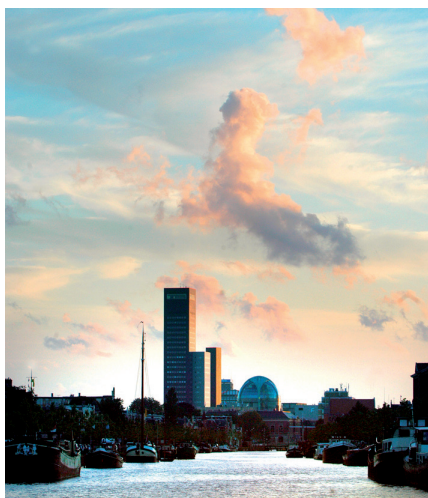
### Confidentiality Agreement

During the WaterCampus Business Challenge confidential information may be exchanged between participants, speakers and coaches. Therefore all participants as well as coaches and members of the jury will require to sign a confidentiality agreement.



### What you will accomplish by attending the WaterCampus Business Challenge?

- Develop a business plan for your water technology or service in a structured workshop with the support of a team of experts
- Receive advice on how to identify and secure funding from water investment professionals and seasoned (water technology) entrepreneurs
- Learn about the process of water technology valorization including piloting, scale up engineering, demonstration scale plants, selling to clients and identifying attractive market niches for your technology
- Create an interesting business network



### Location and participation costs

- Location: Stenden University Hotel, Rengerslaan 8, 8917 DD Leeuwarden
- Costs: € 550, - excluding VAT
- Stay and food & beverage costs included

### Leeuwarden, March 2015

Be inspired to excel! The WaterCampus Business Challenge will take place in the city of Leeuwarden, Friesland, from March 2 to 6, 2015. Wetsus, Water Alliance, CEW & Deloitte will jointly work to ensure the high quality of the program, superior services and facilities, and the attendance of many organizations and business experts in the fields of water technology, business development, sustainability and strategic planning. *Registration by February 15, 2015 at the latest via [www.wetsus.nl](http://www.wetsus.nl)!* A total of 15 candidates can participate in the event.

Wetsus is co-funded by:

- the Dutch Ministry of Economic Affairs (TKI-Topsector Water, Peaks in the Delta)
- the Dutch Ministry of Infrastructure and the Environment
- the European Union (European Fund for Regional Development and Seventh Framework Programme), investing in your future
- Northern Netherlands Provinces (REP-SNN)
- the City of Leeuwarden, the Province of Fryslân and University Campus Fryslân



Ministry of Economic Affairs



Ministry of Infrastructure and the Environment

