

## Dissemination Event INTENSE project Netherlands –January 2019

The National Multiplier event in Utrecht at the HU in Heidelberglaan 15 was a great success.

A hundred visitors attended the Entrepreneurship café.

The program started with the student teams who pitched the advice to the companies on how to enter international markets. There were 5 teams and they presented in front of the companies they advised and about 40 other entrepreneurs. Many of those entrepreneurs asked good questions about the project to the students.

The keynote speaker was the Female Entrepreneur of the Year 2017 Elske Doets, CEO of travel agency Jan Doets America Tours. She shared her view on business and society. She also elaborated on her Young Lady Business Academy, a program for talented female business students.

The other keynote speaker was Nico van der Zaan, with just 28 years of age already employs 48 fte and is a green-driven serial entrepreneur. He founded a.o. Social Elephant, Blue Mammoth and 6th Sense and he discussed his original view on entrepreneurship and education.

After the keynote speakers, there were plenty of opportunities for interaction and networking. There were tables set up where students explained their work to the audience. There were more tables from students who started their business or pitched their business ideas. They showed their prototypes, models and samples and got feedback or questions from the attendants. In the meanwhile, there were drinks and snacks which facilitated the networking and interesting conversations that took place.



*INTENSE Erasmus+ project: students pitch their findings and advice to entrepreneurs on how to enter international markets*



**Nico van der Zaan**, a green-driven serial serial entrepreneur, founder of Social Elephant, Blue Mammoth en 6th Sense



**Elske Doets** – Business Women of the year, CEO of Jan Doets America Tours





*An interested audience*



*Network occasion after the presentations, our 100 participants chat and exchange ideas*