

# Welkom

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Closing event – H2 & GC Ideation Lab  
by TUD & GroenvermogenNL and RELEASE





# Today's Agenda

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- 15:30 Walk-in with coffee and thee
- 15:45 Welkom & opening (Peter Lucas)
- 15:50 Introduction Ideation Labs (Claire Visser)
- 16:05 GroenvermogenNL – most important innovation challenges & requirements for market-pull (Ed Buddenbaum)
- 16:20 Short presentations and interview(s) on the various topics (chaired by Gerard van Smeden)
- 17:00 Mix and Mingle

# H2 & GC Ideation Lab

Collaboration. Ideation. Validation. REPEAT



# Team members

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**Lead  
Impact Studio**

Claire  
Visser



**Lead CDS/  
Market Analyst**

Gerard  
van Smeden



**Startup Coach**

Aleksander  
Giga



**Startup Coach**

Alissa  
Van der Voort



**Founders Library/  
marketing**

Rosalie  
Lemmen



**Market Analyst**

Kas  
Hogeboom



**Market Analyst**

Jelle  
Stap



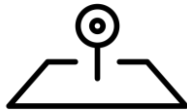
**Startup Coach  
(interim)**

Erik  
Van Gangelen

**COLLABORATE. IDEATE.  
VALIDATE. REPEAT**

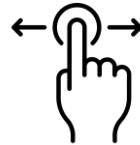
**#ideationlabs**

# The power of Ideation Labs



## **Scouting:**

We map out the ecosystem, identifying researchers with innovative concepts.



## **Identifying:**

We assist in discovering a real-life value proposition



## **Capacity:**

We connect with talented (master) students

# University Students Explore.

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## MASTER THE TECHNOLOGY

- Develop general understanding of the tech
- Defining the USP
- Determining technological limitations to consider (as is and in the future)

## FIND THE MARKETS

- Exploring potential market segments for the technology
- Prioritizing market segments on well-defined criteria: size, competitive advantage, timing, etc.

## UNDERSTAND THE MARKET

- In depth analysis of at least two markets
- Testing the markets by talking to potential customers, users, market experts and practitioners

## DEVELOP A STRATEGY

- Define initial product idea
- Recommend the commercialization path (if any); *license, start-up, co-develop?*
- Outline risks

## DEFINE NEXT STEPS

- **Inform the researchers – deliver a report**
- Do you want to continue together?
- If so, define your vision and next steps

# Results of H2&GC Ideation Lab '24

## 5 INNOVATIVE CONCEPTS

- 2 initiatives have a validated **problem-solution** fit
- 1 initiative has a **problem-solution** fit but requires iteration
- 1 initiative has valued but non-essential characteristics
- 1 initiative is not invalidated, but the market is not yet ready for the product



**800+** OUTREACH



**200+** INTERVIEWS

**10+** markets were identified through ideation

**40%** of the initiatives are primed for **product-market fit validation**



# Engaging faculties, inspiring entrepreneurs, building momentum.

## OUR REACH



**6** FACULTIES SERVED

researchers from (CiTG, ME, TNW)  
fellows from (TPM, L&R, ME, IDE)



**10** STUDENTS TRAINED



**3** POTENTIAL CO-FOUNDERS



**WAITLIST** OF RESEARCHERS AND STUDENTS