

# Impact Studio

we help you explore  
your business potential



# TU DELFT IMPACT STUDIO

## Exploring business potential for your technology

As an early-stage TU Delft entrepreneur, you face a multitude of challenges as you strive to bring your ideas to life. The Impact Studio can help you with that!

At the Impact Studio, we understand that turning your technology into business can be an intimidating process. That's why we are here! We provide the resources and support you need to explore the market and business potential of your technology. Not enough time? We can also do it for you.

### PRE-INCUBATION COACHING PROGRAMME

We offer a 6-month pre-incubation coaching programme to help you find your problem-solution fit. We coach and challenge you to get out of the building and talk to customers, explore the market, and validate if there is a big enough problem worth solving.

Our coaching programme seeks ambitious early-stage entrepreneurs from TU Delft who are technology-driven and committed to building a successful business. Participants in the programme will receive personalized weekly coaching, access to high-quality group sessions and our valuable network.



We carefully select entrepreneurs based on the strength of their idea, their level of commitment, their ability to develop their product or service, and the willingness to step outside of their comfort zone to learn and grow. We understand the need to start the entrepreneurial journey during other existing obligations, therefore no full-time commitment is needed.

We welcome year-round applications and have the opportunity to join every month. We also have specific start dates in September and February to onboard groups simultaneously.

We support all early-stage entrepreneurs by offering continuous learning via our online library - a wealth of resources of curated content to help you on your entrepreneurial journey.



### CUSTOMER DISCOVERY SUPPORT

There is also the opportunity to let our team of experts perform a rapid market validation for you. With our customer discovery support, we analyze market opportunities (size and competition) and perform customer interviews to validate the desirability of your potential solution. Executed within approximately three months, our analysis helps you gain confidence in the direction your startup is heading.



Our market analysts perform thorough research, which is consolidated and presented to you frequently. These moments are used to align expectations and to re-direct or adjust course if needed.

For our customer discovery support, we select initiatives based on the ambition, motivation, TRL, and entrepreneurial readiness. The support consists of dedicated market analysts and is a paid service (small fee). Applications run year-round.

## Get in touch and let's make impact together

- ✳ Are you committed to explore the potential of your idea?
- ✳ Do you need help in quickly validating your market potential?

We are here for you! We believe it's crucial for entrepreneurs to 'start' as soon as possible. That is why we offer weekly open office hours where we can immediately offer advice and discover how we can best serve your needs.

So, set up an appointment to meet our experts! Scan the QR to schedule or send an email to [impact-studio@tudelft.nl](mailto:impact-studio@tudelft.nl).

