

Course: Entrepreneurship 102: what can you do for your customer
Assignment 2: take an entrepreneur for lunch
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I was interested in meeting this entrepreneur because his ideas about education match those of me. Both of us believe that non-formal education methods can bring great value to the formal educational system. As he is further in his entrepreneurial journey than me, I was interested to learn from him about some of the choices he had made earlier in his career. Before meeting the entrepreneur I had learned about his interests and his start-up, a school for vocational education focused on entrepreneurship. In this school students become co-owners of the school and decide on most of the day-to-day operations besides being involved in the formal curriculum. The most important thing I learned from our meeting was that I should be expected to constantly fail and adjust. As someone who is not used to this, it made me a bit anxious about my entrepreneurial journey as I was extremely confident in my idea. To demonstrate this idea of failing the entrepreneur tried to sink my idea and gave me some practice in adjusting. The entrepreneur is currently involved in the running of a educational concept for Higher education (Bachelor level) with co-ownership as described above. It is aimed at people who want to learning entrepreneurship alongside with a professional domain. It is targeted at the wealthier segment of the Dutch population as the school does not receive subsidies from the government resulting in higher tuition fees (approx 20k as opposed to 2k in subsidized colleges). It solves the problem of the lack of combination of (hands-on) entrepreneurship education in combination with professional education in the Netherlands. The uniqueness of the concept is the result of the combination of those two types of education in which students get real responsibility (ownership in the school) from day 1. I think the start-up has potential to be viable. However, the growth of the stat-up will be limited as this type of education requires a personal approach with students. Furthermore, given the conservative nature of the certification body, certification is an area of concern.