

**BACHELOR OF SCIENCE**  
IN ENTREPRENEURSHIP  
& INNOVATION

**BECOME AN**  
**ENTREPRENEUR**  
**BY BEING ONE**

WE ARE A UNIVERSITY OF APPLIED SCIENCES  
INCUBATOR-LIKE  
ONE-OF-A-KIND  
A CATALYST  
JUST LIKE YOU  
SO LET'S ACHIEVE GREAT THINGS TOGETHER  
ALL THE WAY FROM MAYBE TO MASTERY  
LIKE US, YOU ARE UNSTOPPABLE  
LIKE US, YOU WILL CONTINUE TO RISE

# RISE

# ENTREPRENEURSHIP EDUCATION IN ACTION

## BECOME AN ENTREPRENEUR **BY BEING ONE**


With our Bachelor of Science in Entrepreneurship & Innovation, we make it our business to make the start of your business a once-in-a-lifetime experience. As you develop the skills and gain the knowledge required to successfully start a business, we will help you to rise in life as an entrepreneur.

As a student at our university of applied sciences, you will benefit from our in-depth experience with startups and an ever-growing network of founders fixing the future.

At Unknown University of Applied Sciences, you learn how to take control of unpredictable situations, handle discomfort, find your courage, and forge a path forward. These are skills that require self-awareness, effort, and personal growth. Their usefulness goes far beyond the professional sphere; they will benefit you throughout your whole life.

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A portrait of Thomas Blekman, a man with brown hair, a beard, and glasses, wearing a black hoodie with yellow text. He is smiling and looking towards the camera. The background is a solid bright yellow.

"We are creating entrepreneurship education we wish we had ourselves."

**THOMAS BLEKMAN**  
Co-founder and Dean

# FROM VISION TO REALITY

## READY TO BUILD YOUR BUSINESS FROM DAY ONE?

We give entrepreneurship the attention it deserves. Many universities offer entrepreneurship as an add-on to their program: some through hands-on minors, others by touching on popular tools such as the business model canvas. The reality remains that entrepreneurship as a lifestyle goes far beyond just canvasses.

That's why we decided to develop a fully fledged, four-year bachelor's program for starting entrepreneurs.

Our program aims to develop Tomorrow's Entrepreneurs: professionals with an entrepreneurial mindset who feel comfortable and capable in unpredictable

environments. We've heard from the biggest companies and they told us that they would love to hire talent with the capabilities and experience our alumni bring to the table.

At Unknown University of Applied Sciences, you will learn about value creation within an environment that enables you to become a curious global citizen, capable of developing meaningful profit and growing your business.

Focusing solely on profit or non-profit is not sustainable. We challenge, inspire and mentor you in your journey of developing meaningful profit ventures that fix the future.

# FULLY ACCREDITED YET UNCONVENTIONAL EDUCATION

Entrepreneurship is not something you learn by reading a book; It demands learning through application. Therefore, we are proud to be a University of Applied Sciences with a **fully accredited** cutting-edge curriculum **where you learn to become an entrepreneur by being one.**

The structure of our curriculum is aligned with the startup process. Experts from the field teach you the traits. No memory testing. On-the-job development by doing. Real world, real learning for the ambitious who want to create meaningful profit businesses that **fix the future.**



# MEET OUR FACULTY

At Unknown University of Applied Sciences, most of our faculty are experienced entrepreneurs ready and willing to share their expertise with you. With Field Experts, Business Coaches, and Learning Facilitators, in addition to guest speakers sharing their journeys twice per 5-week module, you will receive the proper foundations and support required to turn your venture into a successful business.

## I AM ON A MISSION TO HELP PEOPLE GROW

As Program Director, Mylène manages and implements the educational processes required to put the “School” in Unknown University of Applied Sciences. By facilitating the educational aspects through overseeing the running of class modules, aligning the faculty with educator roles, and having a seat on the exam board, she guarantees that you will receive a quality education while also growing your businesses.

**MYLÈNE**  
Program Director



## WORKING HARD CREATES POSITIVE OUTCOMES

As a Learning Facilitator, Marco channels his passion for coaching as he encourages and challenges you to develop a growth mindset. By encouraging you to confront your habits and recognize your convictions, Marco catalyzes self-discovery. Marco sees you for what you are: an entrepreneur coming into your own, and actively works to encourage your self growth.

**MARCO**  
Learning Facilitator



## EMBRACE CHANGE DON'T SETTLE

As a Field Expert, Viviane brings her expertise to the classroom, as she shares her knowledge in a variety of modules such as Agile Working and Service Innovation Design. As a Business Coach, she utilizes her diverse set of experiences to assist you with the ideation and branding stages of the business building process. Viviane encourages you not to settle, to always push yourself out of your comfort zone, and to always reach for more.

**VIVIANE**  
Field Expert & Business Coach



# ENTREPRENEURIAL TYPES

## THE SELF-MADE ENTREPRENEUR

Are you aspiring to develop your passion into an actual startup and even grow into a scaled business in the future?

### Meet Alessandro.

He is doing just that with his sneaker business **SOLESHAPE**, as he grew from selling one to a pop-up shop in the heart of Amsterdam.



## THE IMPACT ENTREPRENEUR

Are you looking to create a social venture and play the long game to achieve massive societal impact in the future?

### Meet Sonia.

She is building her travel platform **GROOTTRAVELS**, making the world accessible to travelers with disabilities.



## THE BUSINESS SUCCESSOR

Do you aspire to take on the leadership role and grow new opportunities for the family business in the near future?

### Meet Lieke.

She is introducing new healthcare products to the market on behalf her grandfather's company, **EUROSTERIEL MEDICAL**.



## THE CORPORATE ENTREPRENEUR

Do you want to contribute to the impact of organizations and run their inspiring innovation projects?

### Meet Jord.

He is now working on introducing hydrogen to shipping as a business innovator at **VDL**.





# MEET YOUR PEERS

At Unknown University of Applied Sciences, we recognize the benefit of having a diversified mindset. **Our current population is made up of 130+ students aged between 17 and 25**, ensuring that you will be exposed to a range of perspectives that will actively shape AND challenge your world views.

# JOIN OUR DIVERSE COMMUNITY

With a community made up of students from 40+ nationalities, our environment encourages you to broaden your horizons and engage in cultural exchange.



# WHAT SETS US APART

Unknown University of Applied Sciences stimulates you to **think, decide, and act as an expert entrepreneur.**

How? By offering **cutting-edge theory and helping you apply it directly in our in-house incubator from day one.**

What makes our approach to education different is that we offer programs to small groups of diverse students with a personal approach. We work in an international setting and connect our students with successful business people and startups.

## BUSINESS COACHING

We help you grow your business by offering daily coaching opportunities where you can expect honest feedback, inspiration, and advice from our business coaches.

## CUTTING-EDGE CURRICULUM

Our curriculum consists of relevant knowledge taught by entrepreneurs, for entrepreneurs. Experts from the field offer their latest developments in value creation, growth hacking, leadership, and finance. Every module we teach facilitates your next step in setting up and growing your startup.

## ECOSYSTEM

One of our biggest differentiators from any other school is our vast network and the willingness of all those involved to connect you with our global network of startups, businesses, investors, and governments to learn from, build with, and sell to. Additionally, with guest speakers joining your class twice per module, you'll be routinely exposed to greater networking opportunities.

## LEARNING FACILITATORS

We believe personal development is crucial. Knowing yourself is the bedrock of any successful entrepreneur. Your personal learning facilitator helps you expand your potential.

# BUSINESS COACHING

Parallel to our five-week modules, you will receive support from our business coaches as they help you in all stages of your entrepreneurial journey: idea generation, opportunity development, getting to your first sales, growing your business, and scaling it further.



"Thanks to the business coaching and the opportunity to work on my startup while studying, I changed (and improved) my entire business idea within the first half year. At any other school this would have taken me much longer. This is what I appreciate about Unknown University of Applied Sciences the most: learning to become an entrepreneur by being one, and the willingness to connect me to businesses."

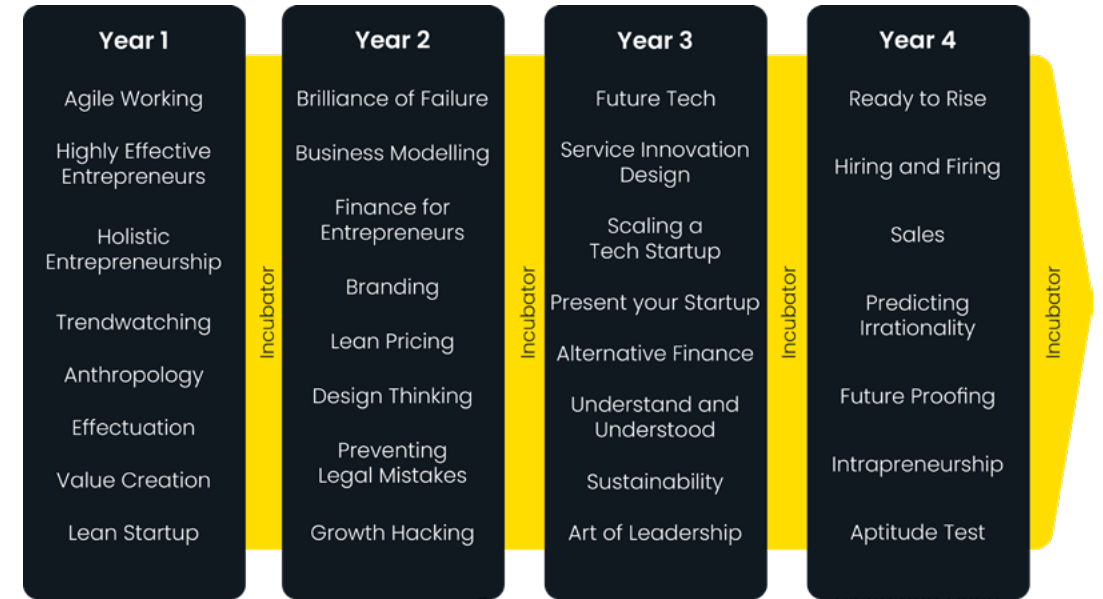
**BODHI**  
student-entrepreneur

# CUTTING-EDGE CURRICULUM

We took the startup process as a leading framework and based the order in which we offer our content on it. The modules follow the stages of starting and growing a business. We aim to maximize the relevance of our classes by ensuring that the content we offer and its timing are aligned with your growth needs.

## Taught by entrepreneurs

We are proud to say that our modules are taught by expert entrepreneurs from the field and professors with entrepreneurial backgrounds in a non-generic manner.



Our program puts your business and personal development first. You don't have to wait four years to put your knowledge into practice, in our program you do it from day one. Each 5-week block consists of one module, which focuses on a specific topic. The entire curriculum follows this structure and is designed in such a way that all modules follow the process of building your business. From ideation to validation to scaling, the program covers it all.

Between the modules, we offer incubation time. The incubator is an essential part of our program because during this time you'll receive personal coaching and mentorship to help you apply the lessons learned during the modules immediately to **your own startup**.

And as an added bonus: it all fits within the framework of accreditation, which means your degree is fully accredited by the Dutch-Flemish Accreditation Organisation (NVAO). So even if you want to gain more experience by working at another company, your bachelor is just as valid as any Business Administration degree.

# STEP FOOT IN OUR VIBRANT ECOSYSTEM!

When you become a student at Unknown University of Applied Sciences, you immediately unlock access to our ever-growing network of entrepreneurs, startups, and government officials that will **help you grow and elevate your business.**

## In-house incubator

With our in-house incubator, you will be surrounded by like-minded entrepreneurs who will offer their own network and experiences that will assist you with your entrepreneurial journey.



Our partnership with the renowned global startup competition Get In The Ring gives you access to a worldwide support system through which you can raise investments, expand your network, and meet fellow entrepreneurs.

# LEARNING FACILITATOR

**We are convinced that the best way to accelerate personal development is to become an entrepreneur. There is no hiding. You need to become comfortable with the uncomfortable.**

## **You are your business**

You must face your doubts. This is why our program is not for everyone. You need to be willing to push your boundaries and be brutally honest with yourself and your peers. Developing your business takes time, so why not start while you are getting your bachelor's degree? It is by far the best way to prepare you for the rest of your life, regardless of what that will be.



"I value the freedom that I'm given in supporting the development of unique individuals.

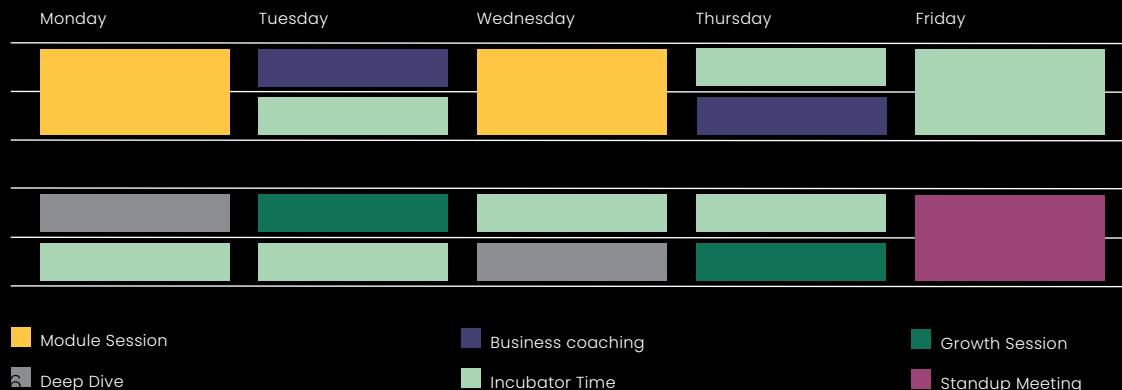
I am passionate about unleashing their inner drive. I love helping students discover who they really are at their core, and connecting them to who they want to become."

**MARCO BOUT**  
Learning Facilitator

# STUDENT LIFE IN MODULES

Modules take five weeks and they are focused on a single topic. Together, they form your bachelor degree. **The order of our modules is aligned with the process of starting and growing your business.**

As an University of Applied Sciences, we aim for the development of capabilities: learning by doing is essential. Therefore, you spend most of your days in the incubator where we help you create your dream. From day one, we will coach, challenge, and mentor you alongside the modules to apply the lessons learned immediately to your own startup.



# WHY STUDENTS LOVE OUR PROGRAM

- 01 Students help each other out because they are all on the same entrepreneurial journey.
- 02 Continued access to a broad scope of experienced entrepreneurs who want to help tomorrow's entrepreneurs succeed and fix the future.
- 03 With access to a learning facilitator, students are challenged, inspired, and understood. These facilitators recognize when times are tough and work to help students work through personal pitfalls and challenges thrown their way.
- 04 Access to a cutting-edge incubator workspace, which is open 24 hours, 7 days a week, and during the holidays.
- 05 Hands-on, relevant forms of assessment that tests the ability to apply knowledge to a business instead of simple memory testing.

# YOUR FIRST STEPS AT UNKNOWN UNIVERSITY OF APPLIED SCIENCES

## LET'S LAUNCH YOUR BUSINESS!

At Unknown University of Applied Sciences, a business idea is not required to start our program. That is why the flexibility of our starting modules allows you to brainstorm, test, and create a variety of business ideas to see where your passions lie. In the first semester at Unknown University of Applied Sciences, you are prompted to ask yourself: how can I go from ideation to prototyping in a feasible way? What do I need to know about my product? What does the customer want? How do I go to market?

With the first module Agile Working, you dive headfirst into your entrepreneurial journey as you join a group with other students, rapidly ideate and test a product, and present it to the class: all within 5 weeks' time. The purpose of this module is to adopt and practice an agile mindset and learn and practice the basics of customer understanding, value creation, product-market-fit, and prototyping and testing an idea. Agile Working exposes you to several topics that will be taught in depth in the following modules throughout the 4-year program.



Our program is full-time, meaning that there is plenty of time set aside for you to work on your business in the on-campus incubator.

A portrait of Sonia Groot, a woman with dark, wavy hair and a nose ring, smiling. She is wearing a bright pink blazer over a black top. The background is a solid yellow color.

# SONIA GROOT

FOUNDER OF GROOT TRAVELS

## A BUSINESS WITH AN IMPACT

### TRAVEL MADE ACCESSIBLE!

Sonia began her entrepreneurial journey after reading an article about how entrepreneurs solve problems. As a result, she asked herself: “What’s an issue that I’ve experienced?” And to that, she recognized that when traveling with her mom, who’s in a wheelchair, they would always run into issues.

That is how GrootTravels, an online travel platform for people with physical disabilities, was born. GrootTravels provides individuals with essential accessibility information, including detailed pictures and room measurements, enabling travelers to book accommodations that meet their specific accessibility requirements and feel confident about their choice.

“Unknown University of Applied Sciences helped me, as talking to my Learning Coach eased a lot of doubts. Although the pandemic was taking a toll on my travel-oriented business, I knew it was going to end eventually. My Coach said to me, ‘You have to listen to yourself. Do you want to quit, or do you want to continue?’ I knew I didn’t want to quit, so I kept at it and continued building.”

# THE MORE BUSINESSES THE MERRIER

## MAKING MULTIPLE PROJECTS MANAGEABLE!

Bheka is a South-African born entrepreneur whose passions lie in real estate and luxury couture. Coming from a family of entrepreneurs, Bheka has an innate desire to find entrepreneurial success. Ever since he was young, he always felt a thrill when it came to finding a product or service that people needed and then selling it to them.

With Shibase Properties, Bheka is creating viable housing for students in Johannesburg, and with COLISANT, he helps individuals radiate confidence with tailor-made suits of the highest quality.

“ Being at Unknown University of Applied Sciences has offered me tremendous value, but I think the one thing that provides the most value is that they’ve helped me develop an entrepreneurial mindset. This has not only helped me in my business growth but in my personal growth as well. ”



## BHEKA SHIBASE

OWNER OF COLISANT

A portrait of Roberto Urrutia, a man with a beard and short dark hair, wearing a black t-shirt. He is looking slightly to the right with a subtle smile. The background is a solid bright yellow.

# ROBERTO URRUTIA

FOUNDER OF HYPER LATAM

## A PURPOSE TURNED PROJECT

### LATIN-AMERICAN VENTURES BROUGHT TO LIGHT!

Roberto's passion for entrepreneurship began after leading two entrepreneurial teams back home in Mexico. After his experiences, he realized that entrepreneurship gave him the possibility to help people solve problems, and made him feel free to contribute to a better society with his own ideas.

With Hyper LATAM, Roberto shares the strides Latin American-based entrepreneurs, startups, and tech are making. He works to highlight and celebrate these ventures, as they actively work to improve the world. Through Hyper LATAM, startups that are typically underrepresented in the media are pushed to the spotlight as Roberto displays their capabilities.

At Unknown University of Applied Sciences, Roberto met his co-founder from Argentina. He was also able to start a side job at Business Models Inc., a business modeling agency that provides Field Experts for our Business Modeling module.

“During all the on-site and virtual sessions I have had with Unknown University of Applied Sciences, I have identified some of the skills I need to develop for my entrepreneurial career. But the most remarkable thing I have learned during this process is how important being passionate is: not only for entrepreneurship as a whole but for your project specifically.”

# NO BUSINESS IDEA NO PROBLEM

## GO FROM IDEA TO GROWTH!

Ever since she was young, Vicky dreamed of becoming an entrepreneur. She recognizes the significance that entrepreneurs play in any economy, as they utilize the skills and initiative necessary to anticipate needs and bring new ideas to the market. Driven by bringing impact entrepreneurship to the economy of her homeland, Bangladesh, she seeks to make tangible change in both her local community and the world as a whole.

Vicky joined Unknown University of Applied Sciences without a defined business idea. By taking advantage of the flexibility of the first few modules of the bachelor's program, alongside ideation sessions with Business Coaches, Vicky is well on her way to making impact.

“ Unknown University of Applied Sciences has taught me that the future holds opportunities that will take me from one stage of independence to a higher one through the means of my own skills and effort of will. ”

A portrait of Vicky Rozario, a young woman with long dark hair and glasses, wearing a blue and white patterned cardigan over a black top. She is looking slightly to the side with a thoughtful expression. The background is a solid bright yellow.

**VICKY ROZARIO**  
STUDENT ENTREPRENEUR

# WELCOME TO TITAAN

Unknown University of Applied Sciences is committed to creating the ideal ecosystem for Tomorrow's Entrepreneurs to thrive. To continue our promise to future founders, we have expanded to **The Hague's newest innovation hub: TITAAN**

Here, impact-driven entrepreneurs and students work together to make the world a better place as they **meet, connect, inspire one another, and get down to business.**

As a student, you are a part of this vibrant community. You will have your lectures here, study, and work on your business, and join in all Titaan activities – ranging from weekly Titaan drinks on Thursday to events such as the Get in the Ring Global Meetup and Impact Fest.



# LIVING IN THE HAGUE

## THE HAGUE AS YOUR HOME.

### HOUSING

The Hague offers a range of housing options for you as a student, including shared apartments, dormitories, and private rental properties. If you'd like to explore other housing options, check out websites like Kamernet, Student Housing The Hague, and Pararius.

Additionally, there are some housing opportunities in the neighborhoods that surround The Hague, such as Zoetermeer!

### STUDENT LIFE

In The Hague, you can learn and live in a vibrant entrepreneurial environment.

With a diverse and active business community, there is a range of industries and sectors represented. This creates opportunities for networking, collaboration, and mentorship, which can be invaluable for a young entrepreneur starting out.



Explore the city's vibrant arts and culture scene as you experience museums, galleries, theaters, and music events. The Hague also offers several student organizations and clubs, which offer opportunities to meet new people and get involved in a range of activities.

# ONLINE OPEN DAY

## CURIOUS TO SEE IF OUR PROGRAM IS RIGHT FOR YOU?

Find out what sets our University of Applied Sciences apart from the generic alternatives, as we describe our practical, hands-on approach to entrepreneurship education in detail at our **Open Day**.

Discover the answers to questions like: What will you study during the program? What's the application and admission process like? How can you fund your education? And most importantly, you can ask yourself: "Do I have what it takes?"

Sign up for an **Open Day** by clicking the button below. Choose the date that works best for you and we'll see you there!

# STUDENT FOR A DAY

## DON'T BE SHY, COME SAY HI!

Discover exactly what it's like to study at Unknown University of Applied Sciences by stopping by to take a tour of the campus, experience our lively ecosystem, and join a class.

You will receive insights from current students on what it's like to study at Unknown University of Applied Sciences and discover what it's like to work on your business at the same time.

By becoming a student for a day, you become acquainted with our unconventional way of education and see if we're a proper fit!

You can sign up to become a Student for a Day by contacting **tryout@gs4e.com**. We will get in touch with you to find a suitable time and date for you to visit the campus and participate in a session that will pique your interest.

# APPLICATION PROCESS

**APPLY TO JOIN OUR PROGRAM BY SIMPLY FILLING IN OUR ONLINE APPLICATION FORM ATTACHING THE REQUIRED DOCUMENTS.**

You can apply for admission through the button below. In order to make sure that there is a good fit between your ambitions and our unconventional education, we encourage all applicants to schedule a call with us before applying, and become familiar with Unknown University of Applied Sciences.

**CLICK HERE TO APPLY**

## ADMISSIONS CRITERIA

In general, if your high school diploma meets the entry requirements of a bachelor's degree in your home country, you meet our admissions criteria. In addition to having a high school diploma, we require international applicants to have an Academic IELTS certificate of 6.0 (or equivalent). Exemptions to this requirement include native speakers, and those who have completed the International Baccalaureate.

## ADMISSION

After you have applied, you will be invited to attend an admission interview, where we discuss your entrepreneurial aspirations. Successful applicants who have already graduated from high or secondary school will be sent an admission notice. Applicants who have not yet graduated from high or secondary school will be sent a conditional admission notice; admission will be final once they have sent us their final diploma and transcript.

## VISA APPLICATION

To support our students in their transition to a new country, Unknown University of Applied Sciences arranges the study visa for students who need one. We will start the visa application procedure once the applicant has been unconditionally admitted and the first year's tuition fees have been paid.

## TUITION FEE

EU/NL € 15.000  
Discounted single payment fee of € 14.300 if paid by the 1<sup>st</sup> of August.  
  
Non-EU € 15.000  
(No discount due to visa Application Costs)

## APPLICATION DEADLINES

**September intake:**  
Non-EU/EEA/Swiss:  
1<sup>st</sup> of June  
EU/EEA/Swiss:  
15<sup>th</sup> of August  
  
You will receive news on your application within two weeks after applying.  
  
Late applications may be accepted depending on circumstances. Please contact us before applying after the deadline.

**Do you have specific questions regarding your situation?  
Schedule a call with our student advisor!**

# FINANCING YOUR EDUCATION

## DUTCH STUDENTS

Students who hold Dutch citizenship can borrow the full tuition fees from DUO. As our fees are higher than the standard public institution fees, the amount students can borrow from DUO is also increased. We will provide you with the document DUO requires to get the increased loan amount.

Our Dutch students are also entitled to the other DUO products such as: Studiebeurs, OV-jaarkaart, etc, just like students at public institutions.

## EU/EEA/SWISS STUDENTS

In line with EU/EEA/Swiss legislation and treaties, non-Dutch EU/ EEA/Swiss citizens can also borrow the tuition fees from DUO. However, there are additional requirements, including having a part-time job with a contract.

## NON-EU/EEA/SWISS STUDENTS

Unfortunately, the Dutch government does not provide funding options for non-EU/ EEA/Swiss nationals. However, funding may be available from your own government, or from other sources in your country or region.

# WHAT MAKES US WORTH IT?

**WE GET IT, OUR PROGRAM ISN'T CHEAP. HOW ABOUT THIS: CONSIDER IT A DIRECT INVESTMENT INTO YOUR SOON-TO-BE PROFIT-EARNING BUSINESS.**

At Unknown University of Applied Sciences, we empower student entrepreneurs like you to take their first steps in developing a successful venture. With your self-motivation combined with guidance from us, you'll be able to take the profits of the business you create here and work to cover your tuition fees in the years to come/pay yourself back for the fees from the years prior. Additionally, by the end of the program, you'll have earned a fully-accredited Bachelor of Science, just in case you decide to pursue paths other than growing your own business.

Our tuition fees are a big investment, but they give you access to any and all guidance and coaching you may need while setting up your business, giving you everything that we believe can make your venture into entrepreneurship successful. We believe in our methods, and we believe in you. Do you?

Two young men are smiling and looking towards the camera. They are positioned against a solid yellow background. The man on the left is wearing a dark, ribbed, zip-up sweater. The man on the right is wearing a dark, ribbed, crew-neck sweater with a small red logo on the left chest. The text 'TRY OUR 90 DAYS PROGRAM' is overlaid on the left side of the image.

# TRY OUR 90 DAYS PROGRAM

Join our 90 Days Program to discover whether you have what it takes to become an entrepreneur. **In 90 Days, you will be facilitated in discovering whether or not your business idea can find traction in the market.**

## FAQ

### DO I NEED TO HAVE A BUSINESS?

For our Bachelor, it is not necessary to enter Unknown University of Applied Sciences with an existing business or a business idea. The only thing you have to bring is the ambition to become an entrepreneur.

### WILL YOU INVEST IN MY STARTUP?

We function as an incubator but we are not investors. However, through our Get in the Ring ecosystem we can connect you to startup scenes in over 100 countries, and high profile angel investors and Venture capitalists.

### DO YOU HAVE SCHOLARSHIPS?

No, we do not. However, our program is fully accredited by the NVAO. This means that Dutch students can fully fund their tuition fees through DUO (as can EU citizens, under certain conditions, see funding page).

### WILL I RECEIVE AN OFFICIAL DEGREE?

Yes, you will receive an internationally accredited Bachelor of Science degree in Entrepreneurship and Innovation. This degree will also serve as a marketable backup in case you decide to first gain more work experience at other companies.



**WILL YOU JOIN  
OUR COMMUNITY  
OF ENTREPRENEURS?**