

MASTER OF SCIENCE
IN SCALING UP

LEARN TO SCALE YOUR BUSINESS BY GROWING IT

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



A FUTURE FULL OF OPPORTUNITIES

WE KNOW THAT EVEN THE MOST EXPERIENCED ENTREPRENEURS LEARNED THEIR TRAITS THROUGH TRIAL AND ERROR. WE DID. NOW YOU CAN LEARN FROM US.

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 canvasses. That's why we decided to develop a full-fledged four-year Bachelor program for starting entrepreneurs and a one-year Master program for scaling entrepreneurs.

Our programs aim to develop Tomorrow's Entrepreneurs. Professionals with an entrepreneurial mindset, who feel comfortable in unpredictable environments. Focusing solely on profit or non-profit is not sustainable. Our Master students learn how to lead and finance a future we want to live in.

FULLY ACCREDITED YET UNCONVENTIONAL EDUCATION

As you know 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. Our bachelor's degree teaches students to become an entrepreneur by being one. **Our master's degree teaches you to take your business to the next level.**

The structure of our curriculum is aligned with the main problems start-ups and the self-employed run into, and it gives you the tools to solve them. No memory testing. On-the-job development by doing. Real worlds, real learning for the ambitions who want to **grow meaningful profit businesses.**



MEET OUR FACULTY

At Unknown University of Applied Sciences, the majority of our faculty are experienced entrepreneurs, ready and willing to share their expertise with you. From masters of branding to pros of ideation, our faculty will strive to provide you with the proper foundations and support 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



TAKE YOUR BUSINESS TO THE NEXT LEVEL

OUR PROGRAM IS DEVELOPED FOR FOUNDERS OF VENTURES THAT ARE READY TO SCALE AN ESTABLISHED BUSINESS PROPOSITION OR START-UP.

The content we offer is aimed to help founders grow their team, manifest their organizational culture, interact with investors, enter new markets and introduce new products or services in a sustainable way.

With the startup phase typically being the sole focus of entrepreneurial education, scaling is often a step left for students/entrepreneurs to figure out on their own. This step is vital to the creation of real long-term value. Learning how to scale from theory is not sufficient enough to prepare you for what's to come. You will need competencies, scaling skills, and a persevering mindset as you face new challenges that require different skills. This is why we created the master.

ENTREPRENEURIAL TYPES **READY TO SCALE THEIR BUSINESSES**



THE **SELF-EMPLOYED** PROFESSIONAL

Are you aspiring to transform your freelance business into a start-up and grow it into a scaled business?



THE **START-UP** ENTREPRENEUR

Are you aspiring to scale your start-up to achieve greater impact in the future?



THE **GLOBAL** EXPANSIONIST

Do you aspire to build a strong foothold in foreign countries by expanding your business internationally?

OUR PROGRAMS FOR SCALING ENTREPRENEURS

FULL-TIME PROGRAM

The full-time Master's is a one-year program designed to function as an incubator, primarily there to help you scale your business.

We do this through mentoring, guided mastery, and by surveying your steps through assignments and practical 21st century assessment methods.

Our program enables you to apply the tailored scaling content to your own venture whilst also obtaining a Master of Science degree!

DURATION: 1 YEAR

PART-TIME PROGRAM

The part-time Master is designed to serve (international) professionals who:

- Have co-founders that enable them to combine scaling and the running of a business while obtaining a master's degree.
- Are a freelancer with client obligations and have the desire to turn their freelance business into a real company.
- Wish to balance business development with a family life.

DURATION: 2 YEARS*

*depending on configuration of custom track.

Note: The part-time version may or may not be available to you, depending on your visa circumstances.



NO BUSINESS? NO PROBLEM!

PRE-MASTER PROGRAM

Don't have a startup or do not meet the criteria to join the master yet?

Our Pre-Master program is designed to help you develop a start-up and lay the foundation for our Master of Science Program.

DURATION: 1 YEAR

WHAT SETS US APART

Unknown University of Applied Sciences stimulates students to **think, decide, and act as expert entrepreneurs.**

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

Similar to our unconventional Bachelor of Science, this Master program is also hands on: learning by doing.

What makes our approach to education unique is that we offer programs to small groups of diversified students, in a highly personalised way. We work in an international setting, and connect our students with successful business people and start-ups around the world.

BUSINESS COACHING

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

CUTTING-EDGE CURRICULUM

Our curriculum consists of relevant knowledge for entrepreneurs, taught by entrepreneurs. Experts from the field offer you their latest developments in value creation, growth hacking, leadership, and finance.

ECOSYSTEM

One of our biggest differentiators to 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.

LEARNING COACHES

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

BUSINESS COACHING

Parallel to our five-week modules, you will receive support from our business coaches, who will help you grow your startup into a successful and sustainable business.

During the Master's you will be pushed to take the next step. You already know your customers' by heart. We will help you develop the necessary skills to expand your customer base and reach your growth ambitions, and further expand your entrepreneurial network.

"It is exciting to work with individuals who's ideas leave a mark in this world and often change the way we live.

Being a mountaineer, I look forward to guiding the students in their journey. To help them choose the right gear, weather the storms, show them shortcuts and arrive at the summit."

WOLFGANG LANGEDER
Business coach

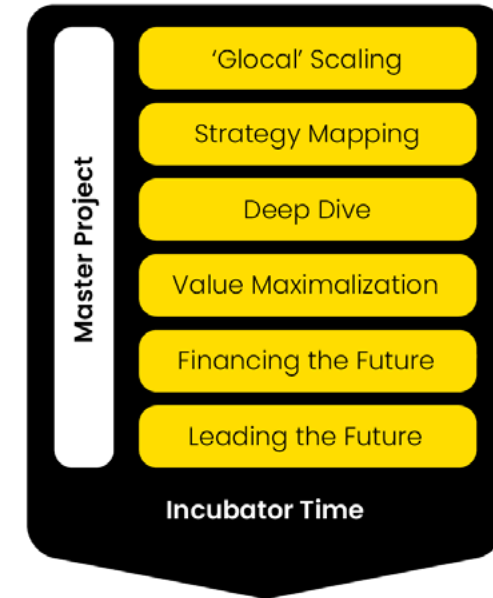


CUTTING-EDGE CURRICULUM

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

Taught by entrepreneurs

We are proud to say that our modules are taught by experts. Entrepreneurs from the field and professors who have entrepreneurial backgrounds themselves.



The program that we've developed for this Master has been co-created with experienced entrepreneurs that have scaled multiple start-ups to next level, and has been validated by top academics in Europe. This program will be of immediate value for your business growth challenges and will get you up to speed with the latest insights on research on entrepreneurship and how businesses succeed today.

Scaling up a business has its unique challenges that require a different toolset than bringing an idea to market. This is something that keeps most start-ups from being able to scale effectively after their initial success. This program knows what your journey as start-up founder has been like, and facilitates both you personally and your business to take the next step in gaining more traction in new markets, segments and expanding your portfolio of services & products.

LEARNING COACHES

We are convinced that the best way to learn to grow your business is by doing it.

There is no hiding. On-the-job development by doing. Real world, real learning for the ambitious who want to grow meaningful profit business.

You need to grow your business

Face your doubts. That is why our programs are not suitable for everyone. You must be willing to push your limits. Growing your business takes time and effort. How about doing it while you get your master's degree?



"Thanks to the coaching and the opportunity to work on my start-up while studying, I was able to further develop my business towards growth.

At this point, this has lead to my business transforming into omnichannel where I recently opened my first boutique while running my online business. I appreciate how Unknown University of Applied Sciences is guiding me in taking this step towards further expanding my business."

ALESSANDRO
Founder of SOLESHAPE

ECOSYSTEM

The biggest differentiator to any other growth programs is our diverse ecosystem and the teachers' willingness to introduce you to their connections. Our board, learning coaches, business coaches, field experts and academic experts all have a vast network that you will have access to.

Partnership benefits

Studying at our school means you will be part of an international network of entrepreneurs, investors and field experts.

For instance, our partner **Get In The Ring**, a global start-up competition that supports start-ups from all corners of the world in scaling. They are present in over 100 countries worldwide and work with cities and corporates to provide business opportunities across many different themes.



THE WORLD AS YOUR CLASSROOM

We are expanding to all major start-up ecosystems. We started in Amsterdam and will soon be present in Athens, Dubai and Valencia. Where shall we go next? Where would you like to live, study, and grow your business?

Our program is offered as a hybrid classroom, meaning you can choose to join class physically or online. So while you are in the program you can study and work in some of the most dynamic cities around the world and build your business, execute your research locally and still earn your Master of Science degree.



WHY STUDENTS LOVE OUR PROGRAM

- 01** You will start to grow your business from day 1: with classes and personal guidance from our learning coaches and business coaches.
- 02** We cover one topic per module, and that's all you have to focus on during those 5 weeks.
- 03** We are in the heart of one of the biggest start-up scenes and give our students access to leading corporates across our network.
- 04** We asked experienced entrepreneurs and top academics to identify the most important growth challenges and used these insights to develop the Master's program.
- 05** Thanks to our partnership with The Student Hotel, we can offer a tailored distance-learning approach, enabling you to travel, learn and grow your business across Europe.

FAQ

WHY CHOOSE UNKNOWN?

Our school focuses on applied science. The only true way to learn to grow your business is by doing it. Experts from the field teach you the traits - which is a unique approach in the academic world.

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).

WILL YOU INVEST IN MY START-UP?

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

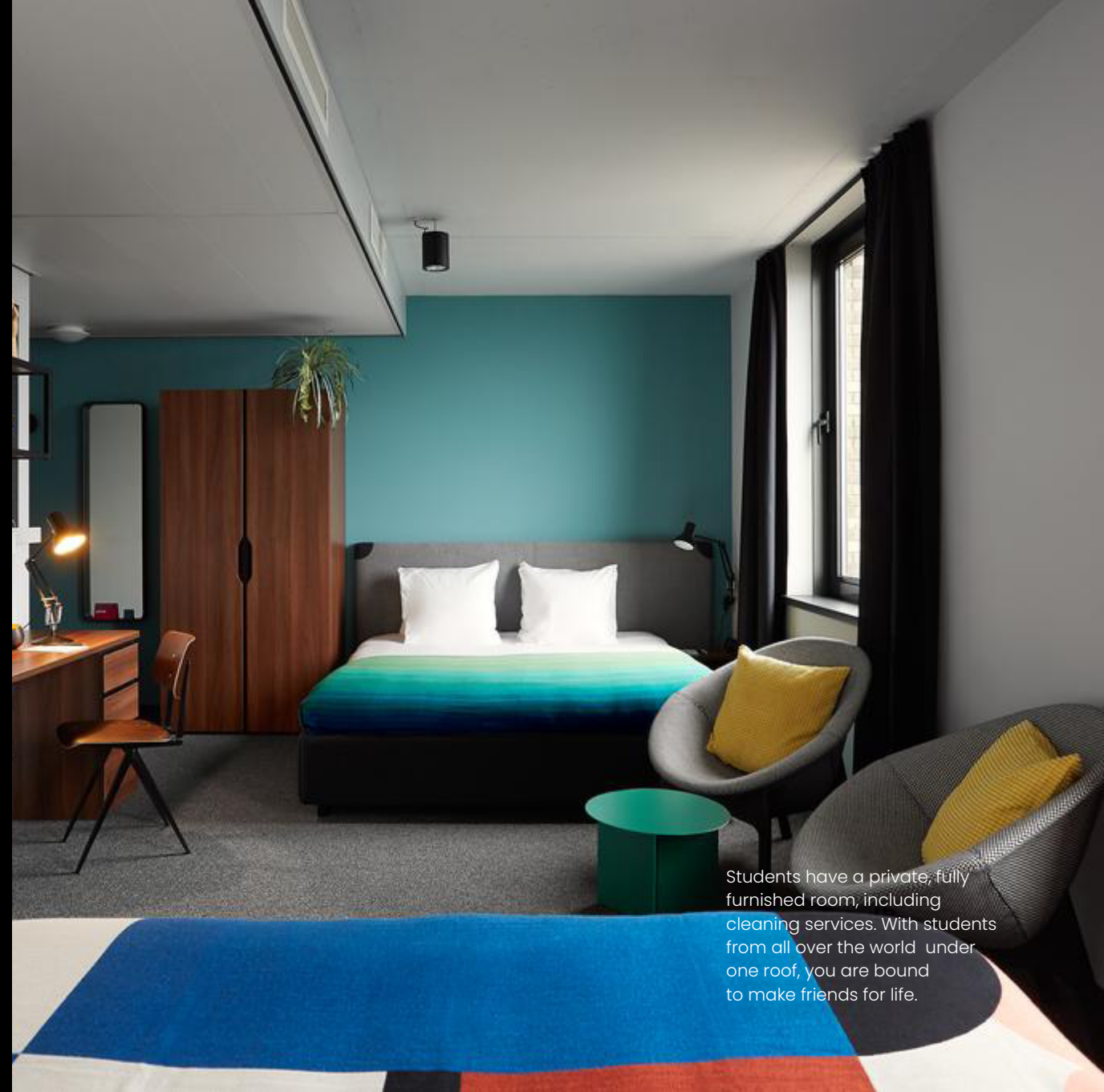
WILL I RECEIVE AN OFFICIAL DEGREE?

Yes, you will receive an internationally accredited Master of Science degree in Scaling Up. This degree will also serve as a marketable backup in case you decide to gain more work experience at other companies.

HOUSING

Our partnership with **The Student Hotel** is accelerating our growth accross Europe, enabling you to experience different cities and cultures during your studies. Every Student Hotel location has the same high standards of living, co-working, and learning.

The Student Hotel The Hague offers a full-service co-living experience with study lounges, a game area, restaurant, a swimming pool, private gym, launderette, super fast WIFI, and events throughout the year.



Students have a private, fully furnished room, including cleaning services. With students from all over the world under one roof, you are bound to make friends for life.

APPLICATION PROCESS

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

In order to make sure that there is a good fit between your ambitions and our unconventional education, we encourage all applicants to visit us and become familiar with Unknown University of Applied Sciences. International students can schedule a call with us instead.

ADMISSIONS CRITERIA

In order to be eligible for the pre-Master or Master program, applicants must hold a Bachelor (BSc) degree. You can apply with a Bachelor degree in any field of study, as our programs are open for everyone who embraces entrepreneurship.

In addition, for the Master program, applicants must own a business that is ready to scale. The growth readiness of your business and the fit to our program will be determined by an application interview.

ENGLISH LANGUAGE REQUIREMENTS

For admission to the Master, you need to have IELTS 6.5. For admission to the pre-Master, you need to have IELTS 6.0.

We accept several other tests, and exemptions are available to many students, for instance if you completed your Bachelor's degree in an English-speaking country. If you do not currently hold a valid IELTS, TOEFL, PTE or other test score, please contact us to find out if one of the exemptions applies to you before you book a test.

ADMISSION

Applicants who meet the entry requirements will be sent an admission notice. Applicants who have not yet graduated from their bachelor will be sent a conditional admission notice.

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 tuition fees have been paid.

START-UP VISA

Depending on your company, you may be eligible for a start-up visa to the Netherlands. If you are interested in moving your company and yourself to the Netherlands, please contact us about this option - whether this option is available to you will need to be ascertained on a case-by-case basis.

TUITION FEE

Full-time master € 19.500

Pre-master € 15.000

APPLICATION DEADLINES

We offer rolling admissions and will discuss the best start date for you during the admissions process. We therefore have no specific application deadlines.

You will receive news on your application within two weeks after applying.

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



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