

*“For most companies, there’s no shortage of ideas.
The difficult bit is making ideas actually happen”*

John Oswald, Global Principal of the Advisory Team at Futurice

Design to Market Brochure English

Design to Market (DtM) is an accelerator for talented design graduates (Masters & Bachelors), offered by the Provincial Authority of North Brabant and partner companies in the Brainport Region. The objective of this program, which has been set up with ASML in the lead role, is to achieve positive startup results and growth within an active and highly productive design ecosystem. Our mission is to maximize development of the region’s design potential, with a strong focus on entrepreneurship and innovation. Designers are offered the opportunity of focusing on their own business case, supported by a certified program and free workspace.

Design to Market is a unique accelerator program

- The design specialization: we focus exclusively on the development of young designers, so that they can be offered an optimally effective process
- The scholarships: selected designers remain the sole owners of their concept; they therefore do not submit any shares or financial contribution to Design to Market
- Support from the industry: the powerful and involved network of the industry is built on respect for individual 'makers' and contributes in technological and production possibilities.
- Community: designers who have completed the program are invited to join the DtM network, where designers and companies can collaborate in prototyping, assignments and jobs.

Program set up

In the intake procedure, the designer and the Design to Market team determine which track is best for the designer to enter. There are two tracks:

- Startup with the designer's graduation work (product or service concept) as input
- Own studio in which a portfolio of assignments must be developed

The trajectory

Design to Market has two important characteristics:

- We are a Case-Based Academy
- We use a Stage-Gate process approach

By offering a step-by-step and planned process, the chance of success of the designer increases and the risks of the designer decrease considerably. Each phase (internship) is concluded with a presentation to an expert panel, resulting in an advice on the next step.

Design to Market's stage-gate approach is as follows:

QUESTING (preparation of the basic plan)

After the intake procedure, the designers first go through a preparatory Questing phase. The goal is to prepare a convincing '*problem solution fit*' that is presented during the first Entry Pitch. You must be able to demonstrate that you are ready to use the network of companies and organizations effectively in this Entry Pitch.

MATCHING (generating outside interest in the plan)

During the subsequent matching phase, one-on-one speed dates are arranged so that the designers and companies can get to know each other. You set up a Lean Startup Method business case and start expanding your professional network.

TESTING (validating the plan's feasibility)

In this phase the assumptions in the business plan are tested one by one and adjusted where necessary. The obtained result is a well thought out, reliable and feasible business plan. The next Entry Pitch is prepared at the end of this phase in order to transfer to the launching phase.

LAUNCHING (progressing to the next step)

This phase is followed by the Launching phase with the aim of generating more awareness and support. 'Launching' also means finding an investor, a job, a design price or related, a launch site, a wildcard for another accelerator, preorders, etc.

What do we expect of the designers?

You are expected to display a professional attitude and focus on entrepreneurial results. Availability on the dates indicated during the intake is an important criterion. In addition to the attendance hours, you must also allow for the time required for completing assignments or preparing meetings. This program targets highly talented designers and is funded by the government and business community. This program is - for selected design talents - funded by the government and the business community, therefore no financial contribution is requested from the designer, instead the designers are asked to contribute a total of 40 hours for design work.

Design to Market's network partners

The network includes educational institutions, businesses and societal organizations, such as interest groups, government agencies and cultural institutions. The business network, in which ASML plays the lead role, is extremely active in the field of mentoring, prototyping, contracting interim professionals and employment practices. This network is built on respect for individual 'creators' and these companies understand that the creative industry contributes to economic growth and a better society.

Interested? Register now, the intake procedure is as follows:

1. The designer uploads the requested data on the website. If the profile is filled in completely, the intake committee of Design to Market will be notified.
2. The designer is invited for an intake interview to become more acquainted, formulate the designer's development objectives, discuss the process and the associated commitment.
3. About one week after the intake interview, a telephone consultation takes place to discuss the participating desires of the designer and Design to Market's recommendation regarding this.
4. The designer confirms by e-mail - within one week after the telephone conversation - whether he/she has decided to participate or not to participate.
5. Prior to the first meeting, Design to Market and the designer sign a participant agreement (also known as '*commitment*').

More information and registering via this [link](#).

Any questions?

Please send an email to: mail@designforum.nl

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