

design to  
market

# Accelerator for design talent



Brochure  
2021-2022

**“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 is an accelerator for graduated design talent (BA and MA), offered by the province of Noord-Brabant, six design institutions (see logos) and several companies In Brabant.

With ASML as fron runner, an accelerator program has been set up to generate results and growth in an active and fertile design ecosystem. Our mission is to maximize design potential, with a focus on social relevance, innovation and entrepreneurship. Are you a designer, graduated and with sufficient experience to steer yourself in the right direction in a talent development process? Then you will find more information in this brochure. It's a bit of a read, but please take some time to carefully work through it to find out if this program is right for you.

Design to Market is officially part of the TalentHub Brabant (see [www.talenthubbrabant.nl](http://www.talenthubbrabant.nl)).

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# What is Design to Market?

Design to Market is a unique talent development program in the field of entrepreneurship, craftsmanship and personal leadership, because of:

- The design specialization: we focus exclusively on the development of young designers, so that they can be offered an optimally effective process
- Funding: the process is funded for selected designers by the province of NB and the vast business community. Selected designers therefore retain full ownership of their concept; they do not hand over any shares or financial contribution to Design to Market
- Support from the manufacturing industry: the strong and committed network of the manufacturing industry is built on respect for individual 'makers'. The community helps our designers think about possible technological and production-technical possibilities.
- It is an individual-based talent development program of 12-18 months, which, if successful, leads to a post BA certificate.

# For whom is Design to Market suitable?

Design to Market is for the venturesome, graduated designer (minimum degree BA or MA) who wants to take a serious approach to their career. Previous experience as an entrepreneur or employee is plus. It is important that you have a strong motivation and that you can demonstrate this to us. We are looking for people with high standards, that want to grow to achieve something that might be a difficult or slow process at the moment, but who remain realistic and stay within the limits of what is feasible. In addition, we ask the following:

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| <ul style="list-style-type: none"><li>• You are proactive, show ownership and work well with peers in a team</li></ul>  |
| <ul style="list-style-type: none"><li>• You have a clear and important connection to the province of Noord-Brabant, for example because you live here, work or collaborate with clients or suppliers in the region</li></ul>  |
| <ul style="list-style-type: none"><li>• You can free up one day per week, on Thursdays, to come to our training center in Eindhoven for training (1x per month a day). And you are available for weekly online sessions on Thursdays, for peer coaching, mentor discussions and to work independently on your case.</li></ul>         |
| <ul style="list-style-type: none"><li>• You work on your own case that is in line with the development of your professional identity. Your case has characteristics in the field of innovation, social relevance and/or entrepreneurial potential. Alternatively, we can match you well with a case of one of our partners.</li></ul> |

# What is offered?

You will be offered the following individual-based talent development program and € 1000 personal development budget to free yourself up on the training days.

The program is divided into the three main subjects: entrepreneurship, craftsmanship and personal leadership.

## Entrepreneurship

Through the Lean Startup Method you will develop insight and skills in the field of entrepreneurship. You will receive support from:

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| • business mentors  |
| • the Designforum Academy, a digital learning environment with easy to follow step-by-step plans                      |
| • sessions with expert for questions in the field of IP, accountancy, investments, (online) revenue models, contracts |
| • presentation training   |

## Craftsmanship

To further develop your craftsmanship, you will work on broadening your business services. We will provide you with:

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| • training in Design Thinking                                 |
| • training in Design Discours                                 |
| • connection to an experienced designer as a sparring partner |

## Personal Leadership

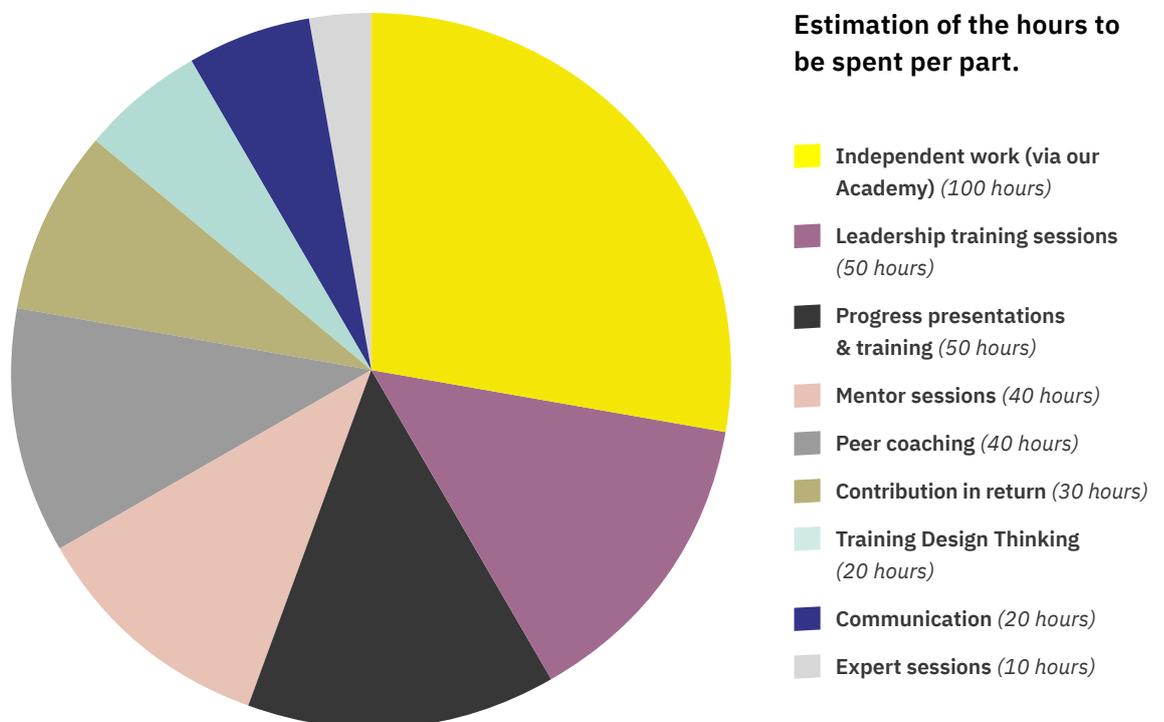
you will develop your personal leadership skills during group training sessions. The training sessions build up over the course of this program and will ultimately lead to you (re)defining your professional identity.

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| • two Masterclasses: Your own leader       |
| • two Masterclasses: The networker         |
| • two Masterclasses: The team player       |
| • two Masterclasses: The consultant        |
| • two Masterclasses: Your professional mix |

# Time investment and commitment

The Design to Market program entails approximately 340 hours. On average, this means that you will be required to free up one day a week. It is best to view it as a time investment in yourself. This may seem like a lot, but we are looking for talents who can integrate this process into their current work and will ultimately do so more effectively. Ideally, you also win back time because you this program teaches you to determine your true goals achieve them more easily. If necessary, you will have the ability to extend the program to a duration of 18 months. The program will run from June 2021 through June 2022 (or extended to early December 2022).

Most meetings and trainings are scheduled on Thursdays. You will receive a schedule in advance containing all the dates of the meetings and trainings (live and / or online). Group training are full day sessions that takes place once every four weeks, if possible in live setting at our training center in Eindhoven. Other Thursdays are shorter sessions for peer coaching, mentor or expert conversations. These usually take place online; you can join from the comfort of your own workplace. These days also offer sufficient time and space to get to work yourself, for example to implement the work packages from the Academy.



Explanation of the chart (all in approximation):

**Independent work (via our Academy)**

Working independently with our Academy, for 100 hours. This is fully focused on your case and therefore concerns your regular work but done according to the Lean Startup Method. We have included it in the graph because this is a major part of the development of your entrepreneurship. You walk through the Lean Startup Method via the easy to follow step-by-step plan in our Academy. These steps are the basis of assignments in work packages that guide you through the process to research and develop your business case.

**Leadership training sessions**

50 hours are reserved for the 10 leadership training sessions. The skills developed here too are directly applicable to yourself and your case. It is important that you take time to put this to practice reflecting on your experiences. The time you need for this, as well as preparation time prior to these training sessions (homework) is not included in the graph.

**Progress presentations & training**

Once every quarter we schedule progress presentations on a Thursday afternoon. A week before, you will receive presentation training and an (online) rehearsals. Adding some extra time to prepare and practice your presentation yourself, and this segment will sum up to about 50 hours.

**Mentor sessions**

Depending on your request for help and your needs, we will link you to a suitable mentor. Our mentors are people from the professional field who are happy to share their knowledge and skills with you. The mentor sessions are mainly there to assist you in the field of entrepreneurship; they support you in the progress of your case and related work packages from our Academy.

**Peer coaching**

Learning from each other is very important to us, which is why peer coaching is part of the program and of the leadership training. Throughout the program, we work in different peer groups that meet online on Thursday mornings, once or twice per month.

**Contribution in return**

As a trade-off for you being able to participate in this program, we ask for a time-contribution of 30 hours in return. You will be working on a Design Thinking Challenge project from a partner of Design to Market. We have included these 30 hours in this graph because we believe that learning, working, and networking go hand in hand. And so, this return contribution will add value to your professional portfolio.

**Training Design Thinking**

In approximately 20 hours you will undergo a Design Thinking training. Here you explore the possibilities to broaden your added value as a designer and expand your business services.

**Communication**

Communication is an important part of the program that requires everyone's attention from the start. We will ask you to actively contribute to our communication outings for a profile on our website, posts on our socials, an interview for the newsletter, etc. You regularly provide the necessary input for this, such as images, short texts, profiles, news items and interesting posts. These activities are supervised by a communication expert. This also requires you to maintain a proactive attitude towards the necessary feedback, reflection, and evaluation during the program.

**Expert sessions (optional)**

You can register for this if you have specific questions. These take place a few times a year, either in live or online setting on a Thursday, usually in the afternoon.

# Specific traits of Design to Market

Design to Market has two important characteristics:

**1. We are a Case-Based Academy**

**2. We use a Work Breakdown Structure (WBS)**

We offer a step-by-step plan with assignments that you can apply directly to your case. Learning and working therefore go hand in hand during this program. By directly applying newly acquired skills to your professional practice, you learn all facets of the Lean Startup Methodology, your chances of success increase, and the risks decrease.

Central to the WBS are four phases in entrepreneurship that you work through at an iteratively manner. Ideally you go through one complete cycle with Design to Market. But as our program is geared towards individual-based talent development, this too is customizable. The phases are:

**1. QUESTING (drawing up a basic plan)**

After the intake procedure, the designers first go through a preparatory Questing phase. The aim is to arrive at a convincing business case in general terms. At the end of this phase, you are able to make good use of the network of companies and organizations.

**2. MATCHING (getting others interested in the plan)**

In the subsequent matching phase, you look for parties who believe in your case and who can assist you with, for example, advice or connections to a new network. This phase evolves around looking for genuine partnerships in a win-win situation, not just helpers & friends who want to be friendly. With their input you develop your case into a stable business plan.

**3. TESTING (legitimizing the feasibility of the plan)**

In this phase, the assumptions made in the business plan are tested one by one and adjusted where necessary until a well thought-out, reliable, and feasible business plan is formulated. You ensure that your stakeholders endorse this business plan; then the assumptions have been validated.

**4. LAUNCHING (presenting the results and taking the next step)**

The final phase is the Launching phase, which has a strong aim to generating more awareness and support. Launching may also include alternative forms of results, such as finding a customer, a partner, an investor, a job, a design award or related, a launch site, a wildcard into another accelerator, preorders, etc.

# De Take-Aways

What are your take-aways at the end of this individual-based talent development program? To a large extent, you yourself are the architect of this process and you therefore determine your desired results. Strengthening your entrepreneurship, craftsmanship and personal leadership is the common denominator. This also means that you are better and more confident at professional cooperation, during presentations and negotiations. After participating in this program, your professional identity has grown and become more congruent. You can also:

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| • break down complex work processes into small manageable steps            |
| • adapt your plans to your preferences and competences                     |
| • work with a result-oriented mindset                                      |
| • manage pressure and stress better  |
| • turn your business mindset on and off                                    |
| • translate the design process into business development                   |
| • offer services such as Design Thinking and Design Discourse              |
| • present yourself clearly to potential customers and cooperation partners |

## What do we ask of the participants?

The process is fully funded for selected designers. In return, the designer contributes 30 hours for design work and / or participation in design thinking processes for our partners. This is preceded by group training.

# The intake and selection procedure

## Are you the designer we are looking for?

Then you have:

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| • a passion for personal development                      |
| • enthusiasm and drive, and you can convey this to others |
| • no issues with stepping out of your comfort zone        |
| • the ability to examine experiences fairly               |
| • no fear of feedback to evaluate your own role           |
| • a growth mindset....                                    |

... And you are free and able to register directly between 15 February and 15 April 2021!

## This procedure goes like this:

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| 1. Register on the Design to Market site and create a profile where you explain your personal characteristics, your motivation and the case you would like to work on.  |
| 2. Also sign up for our info meeting, which takes place online via Zoom or in the Klokggebouw in Eindhoven. Check the Design to Market website for the next available date.   |
| 3. The intake interview. Have you convinced us with your profile on the website? Then we would like to speak to you and you can further explain your development goals. This conversation will take place via an online video call.   |
| 4. The development plan. You fill in a form with your development plan and send it to <a href="mailto:mail@designforum.nl">mail@designforum.nl</a>  |
| 5. Finally: Is there a mutual connection? Welcome on board! If we want to continue with you - and you with us - we sign a participant agreement together. In June 2021, the new batch of program participants will meet for the first time for an inspiring introduction and program-preview. After a summer break, at the end of August, we will start working head-on with training, mentors and peer coaching. |

**Register now!**

# Summarizing

Design to Market is an individual-based talent development program with a post-BA certification. Depending on your wishes, the process takes 12 to 18 months; an intensive period in which you develop your case, a design concept, into a business case that represents your vision and sharpened professional identity. Mentors, trainers, and experts will support you in this. You immediately put into practice everything you learn. By investing time in this program now, you will save time in the long run, because you will be able to select realistic goals to pursue and know exactly what you need to do to achieve them.

We have started recruiting for the new batch of program participants that will start in June 2021, with projected final presentations in June 2022 or extended to December 2022. You can register for the intake procedure between 15 February and 15 April 2021. The program is fully funded for a total of 10 participants, carefully selected by the partners. Who knows you might be one of them!

Any questions?

Please feel free to reach out via email: [mail@designforum.nl](mailto:mail@designforum.nl)

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