

Introduction

Design to Market is an accelerator for graduated design talent (BA and MA), offered by the province of Noord-Brabant, nine cultural partners (see logos) and several companies in Brabant. This TalentHub is officially part of the [TalentHub Brabant](#).

The talent 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.

“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

What is Design to Market?

Design to Market is a unique talent development program because of:

- The design specialization: we focus exclusively on the development of young designers with a minimum of three years of experience in the professional field.
- Funding: the process is funded for selected designers by the province of NB and the nine cultural partners involved. Selected designers therefore retain full ownership of their concept; they do not hand over any shares or financial contribution to Design to Market.
- It is an individual-based talent program of 15-18 months, designed around you, based on your development goals.

For whom is Design to Market suitable?

We hope to meet a nice variety of 15 design professionals in the next batch. Design to Market is for the venturous, 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 mandatory. It is important that you have a strong motivation and that you can demonstrate this to us. We are looking for people who have clear thoughts about their development plan. In addition, we ask the following:

- You are proactive, show ownership and work well with peers in a team, give and take.
- 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.
- You work on your own cases that are in line with the development of your professional identity. Your case has characteristics in the field of innovation, social relevance and/ or entrepreneurial potential.

Post-BA certificate Design Consultancy

Do you want to broaden your entrepreneurial opportunities? Optionally, you can choose the Design Consultant training within Design to Market, which leads to a post-HBO certificate if successfully completed.

What is offered?

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

The building blocks are:

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| • Group trainings/master classes/workshops every four weeks (dates to be determined) |
| • Coaching of a peer group coach, design mentors and d-team |
| • Individual professional coaching and expert sessions on request |
| • Exhibition facilities (in collaboration with our partners and coordinators of other talent hubs) |
| • Workshop facilities (in collaboration with EKWC, Make Eindhoven, Spark Campus Den Bosch and Microlab) |

Addressing Design qualities, we will provide you with:

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| • Three Masterclasses in design process |
| • One Masterclass about digitalization |
| • One Masterclass about societal innovation and impact projects |
| • Connection to an experienced designer as a mentor |
| • Budget for the Dutch Design Week 2026 |

About entrepreneurship, we provide you with:

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| • Two Masterclasses on value proposition, positioning and strategy |
| • Two Masterclasses on building a brand story |
| • Five Masterclasses on design consultancy |

Addressing personal Leadership, we will provide you with:

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| • Masterclass: Personal leadership and self steering |
| • Masterclass: Personal leadership and emotions |
| • Masterclass: Team leadership |
| • Masterclass: Team leadership in stress situations |

Time investment and phases

In general, your time investment is difficult to indicate because it differs per person. We advise that you invest approximately one day per week in yourself. This may seem like a lot, but we assume that you will also be able to do your normal work on that day, in which you consciously try to integrate what you have learned. The point is that if you connect theory and practice, link learning and working to each other, ideally, you will also gain time back because you can better determine what your goals are and achieve them more easily.

The intensity of the program depends on how you are going to use all the opportunities! You make these choices at the start of the program and commit yourself to follow that route. To support your process, you will receive small assignments, and you can spend more or less time on them, depending on how far you have come with the subject and your ambition.

Phases in Design to Market

The program focuses on the development of your professional identity, and this is reflected in the development of your work. We do this in four phases:

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

After the intake procedure, the designers first go through a preparatory Questioning phase. Where are you now and where do you want to go? You examine your work processes. What do you need to develop to get there? You sharpen your design vision and strategy and indicate your characteristic process and output. In addition, you delve into your work attitude and self-management.

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

In the subsequent matching phase, you work on your financial picture and make choices to sharpen your profile. You learn to think outside-in and analyze your professional environment and the possible parties that want to work with you. Signals of matches are for example new business or new network.

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

In this phase, you develop your activities with a collaboration partner, a workshop or a client. You create a success story that serves as an example for your portfolio. This will allow you to build your brand story in the next phase.

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

This is the final phase, with the aim of being visible and generating an audience. Think of exhibitions, fairs, a video portrait or publication. Launching is also understood to mean finding a customer, a partner, an investor, a job, a design prize or related, a launch location, a wildcard for another accelerator, preorders, etc.

The Take-Aways

What are your take-aways at the end of this personalized talent program? To a large extent, you yourself are the architect of this process and you therefore determine your desired results. Strengthening your entrepreneurship, design skills 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 |
| • 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 15 hours for design work as community service for our partners.

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 |

Summary and selection procedure

Design to Market is an individual-based talent program with optionally a post-BA certification. Depending on your wishes, the process takes 15 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. Coaches, mentors, trainers, and experts will support you to 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.

You can register for the intake procedure between the 15th of January and 20th of February 2025. The program is fully funded for a total of 15 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

Designforum
Klokgebouw 126
5617 AB Eindhoven

The selection procedure goes like this:

Register on the Design to Market site and create a profile where you explain your personal characteristics, your motivation and the cases you are working on.

Also sign up for our info meeting, which takes place online via Zoom or in the Klokgebouw in Eindhoven. Check the Design to Market website for the next available date.

Have you convinced us with your profile on the website? Then we would like to meet for an interview to hear more about your creative and entrepreneurial ideas and your development goals. This meeting will take place in Eindhoven.

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 March 2025, the new batch of program participants will meet for the first time for an inspiring introduction and program-preview.

Finally, the last step is to sign a participant agreement.

REGISTER NOW