

GET STARTED PROGRAM

Go from Idea to Startup
in 150 days at Unknown University



UNKNOWN UNIVERSITY
OF APPLIED SCIENCES

LEARN MORE ABOUT THE OPPORTUNITY AHEAD

GET STARTED PROGRAM

Unknown University of Applied Sciences

At Unknown University of Applied Sciences, we provide unconventional business education that is actually useful for entrepreneurs. From field-experts to collaboration with existing startups, our goal is to give hands-on entrepreneurial education.

Empowering Future Entrepreneurs

In an era where job security is no longer guaranteed by degrees alone, we empower aspiring impact entrepreneurs to take charge of their futures. Through hands-on experience and real-world challenges, we foster resilience and innovation, enabling our students to create meaningful change in society.

Join us in shaping a brighter tomorrow, where “what if” becomes “what’s next.”

The program

Get Started Program: an intensive 5-month journey designed for ambitious early-stage entrepreneurs.

Whether you're a graduate, young professional on a sabbatical, or someone chasing their first venture, this program combines academic learning, hands-on execution, and real-world validation to get you from idea to product-market fit—fast.

The Get Started Program is a non-degree program, however it can serve as a pre-master program. If you wish to further scale your startup with support of Unknown University, MSc in Scaling Up is a perfect next step to take.

APPLY HERE

INTRODUCTION	3
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THE PROGRAM	4
-------------	---

WHO IS THIS FOR	8
-----------------	---

PROGRAM STRUCTURE	9
-------------------	---

LOCATION	11
----------	----

APPLICATION PROCESS	15
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Unknown University of Applied Sciences is part of Unknown Campus.

We are Unknown

We fuel founders to fix the future.

We are Unknown. Since 2008, we help founders to fix the future around the globe. To build and enhance the success rate of these founders, we are creating an Impact campus—a place designed for the next generation of leaders that want to make an impact.

At Unknown Campus we build the #1 Impact Campus in Europe to amplify the impact of founders by:

- **Right facilities:** Create the right environment for startups to work, learn and test their solutions.
- **Community:** Year-round activities to share network, experiences and opportunities.
- **Unknown University of Applied Sciences:** Educate founders with skills and mindset to start and grow their business.

Based on our experience with 25,000+ startups, we found that only a small fraction of founders directly benefit from their formal education when launching a business. To bridge this gap, we established the Unknown University of Applied Sciences – fully accredited and licensed university designed to equip aspiring entrepreneurs with the practical skills and mindset needed to build and scale their ventures.

Unknown University of Applied Sciences has been named by the Financial Times, Statista & Sifted among the top 75 organisations in the 2025 Europe's Leading Start-Up Hubs ranking.

UNKNOWN / UNIVERSITY
OF APPLIED SCIENCES



The program setup

From idea to market in 150 days

The Get Started Program follows a proven design and innovation model used to guide early-stage entrepreneurs through structured problem solving and solution building. The program consists of two main Phases lasting a total of 150 days.

- 1

PHASE 1 – IDEATE

Intense 50 days where you will go from idea to defined mission, customer segment, and core problem. Key milestone will be your problem-customer fit.
- 2

PHASE 2a – CREATE

Next step is to build your MVP and test it with real world customers. Showcase your product-solution fit and prepare for market entry.
- 3

PHASE 2b – GO TO MARKET

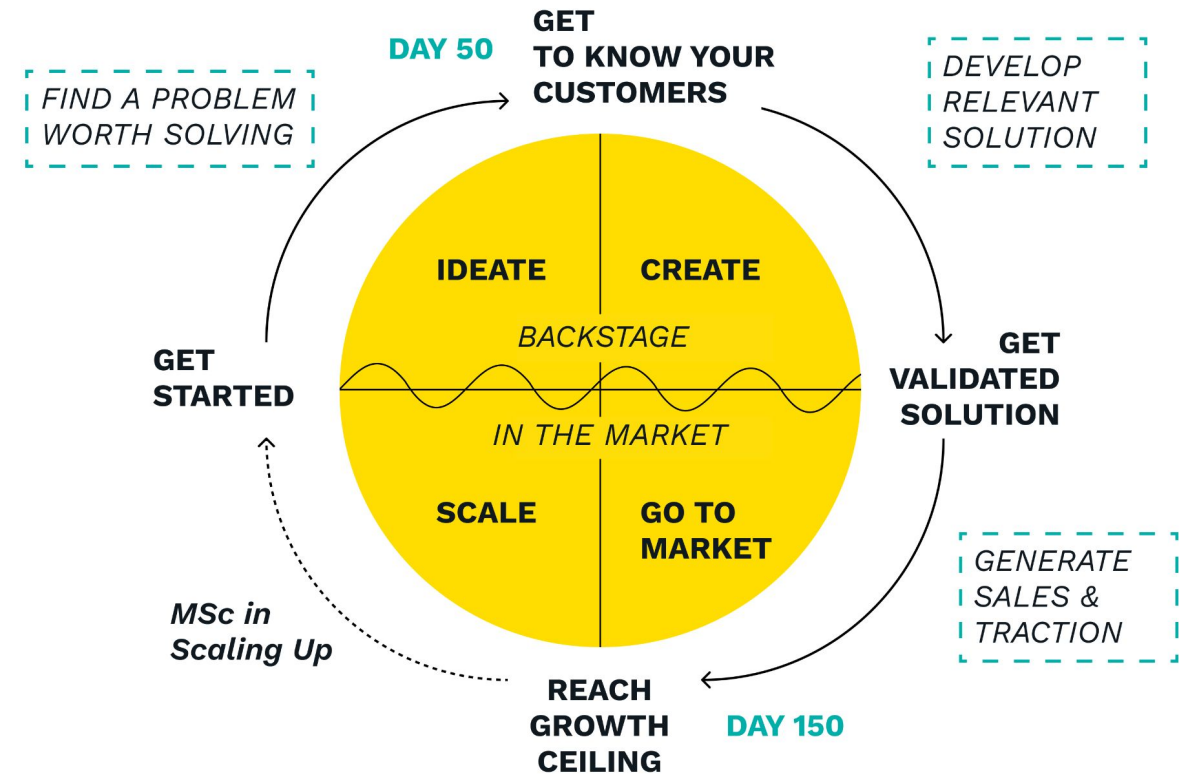
It's time to bring your solution to the market. The program will help you generate early traction and revenue.
- 4

PHASE 3 – MSc IN SCALING UP

Optional continuation of the study to gain a Masters degree and further scale your business.

BACKSTAGE

IN THE MARKET



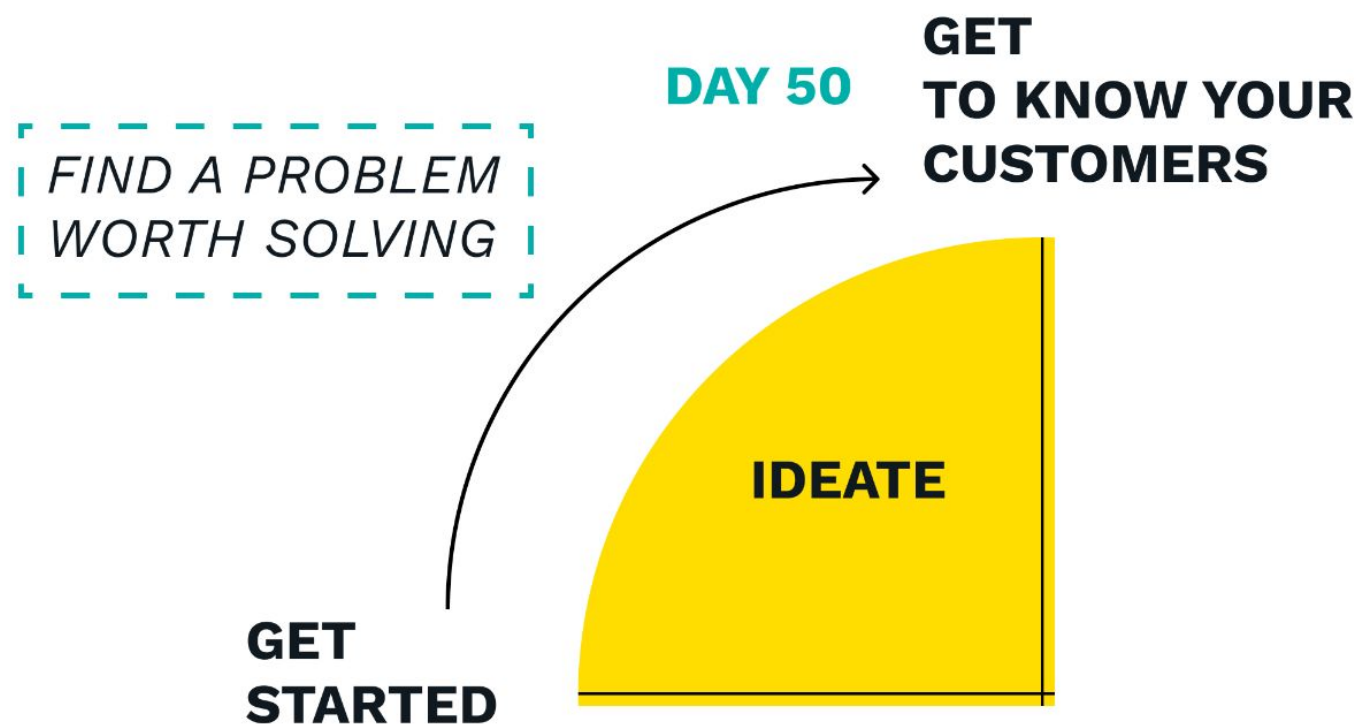
"I wanted to start a business since I can remember, but getting to a clear business idea was a challenge. The structure, coaching, fellow students and energy of the program helped me go from blank page to my first real startup: Valkra Functional Beverages. With the support of mentors and peers, I launched my first product, BoostMode®—a clean energy drink combining Yerba Mate, L-Theanine, and electrolytes to fuel both body and mind. That momentum pushed me to continue into the MSc in Scaling Up and take my company to the next level."

Max Dekker
Founder of Valkra



Phase 1: Ideate

Achieve problem-customer fit



In 50 days you will be challenged and receive help to develop multiple problems worth solving. **Ideate** – that's the start of any future-proof business. It will define your mission. No problem, no pain, – no business.

You will dive deep into customer discovery, sharpen their value proposition, and validate the assumptions. This is where ideas meet real-world needs.

Program start date: September 2025

Goal: Achieve problem-customer fit

Duration: 50 days

Costs: €2,500

Key learning objectives:

- How to discover problems worth solving
- How to research the root causes of the problem and turning them into opportunities
- How to validate to whom the problem has the most relevance.

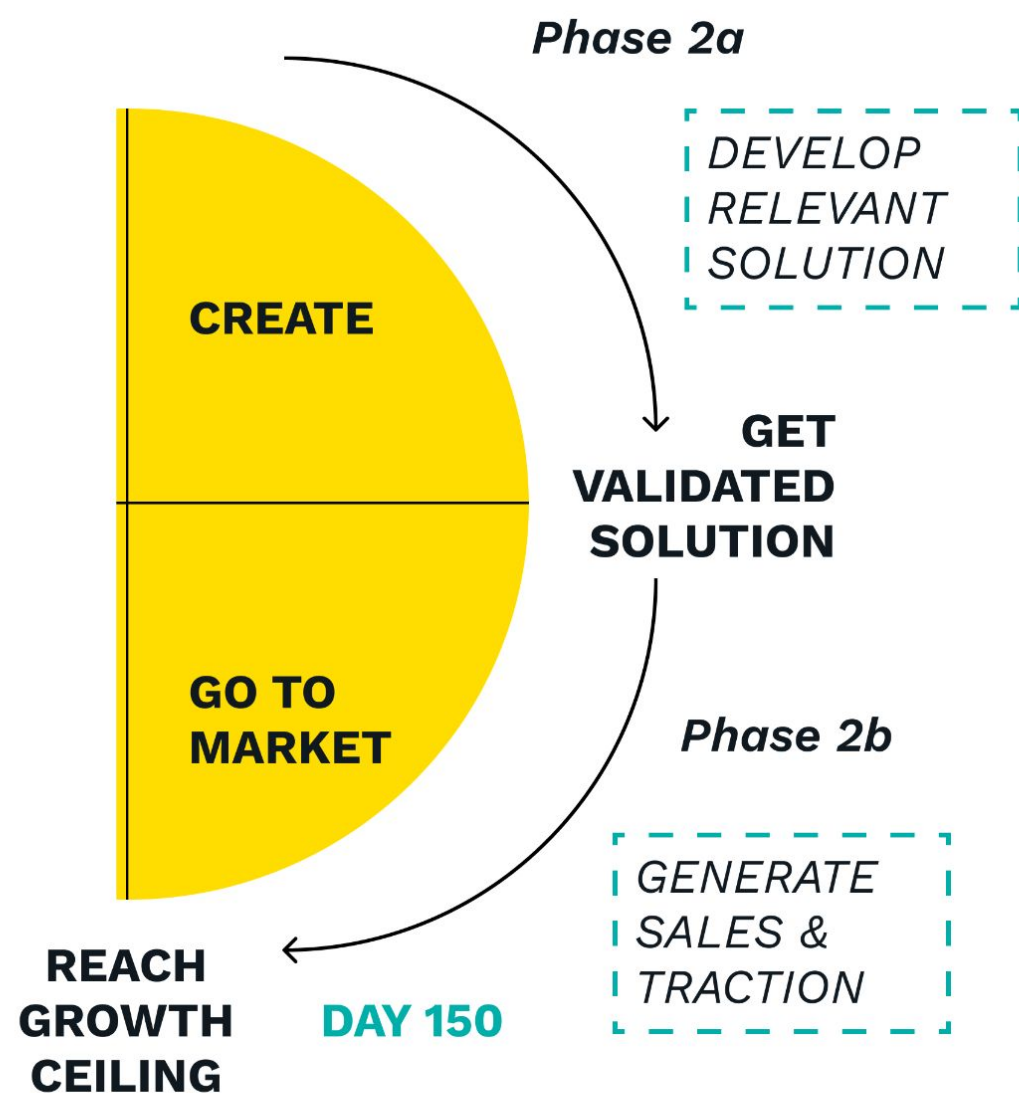
Results:

- Defined problem to solve
- Clear potential customer segment to sell to
- Opportunity definition as a mission worth building a company for

Go/No-Go Decision: After 50 days, only participants with a validated problem-customer fit can move forward to the next phase.

Phase 2: Create & Go to Market

Achieve problem-solution fit and ultimately product-market fit



Next phase of the program is about building your product and getting it out to consumers. Split into two parts – **Create and Go to Market** – the program will guide you to build your product and bring in your first customers in 100 days.

Goal: Achieve problem solution fit and go to market

Duration: 100 days

Costs: €3,500

In **Create (Phase 2a)** phase you will develop your solution to the defined problem. This will be your value proposition. A product or service you want to bring to the market. As you know your customer's problem and need you can develop for the optimal problem solution fit to be successful in the market.

Key learning objectives:

- Designing your product or service that actually solves a problem
- How to define the quickest way to making your first revenue
- How to validate if your customer will buy your solution

Results:

- Have a product or service that actually solves a problem
- Have a validated solution to the defined problem that will sell
- Be ready for Go to Market and start selling

In **Go-to-Market (Phase 2b)** you will launch your business to the public. Bring in your first paying customers. Generate your traction and earn back your investment into this program. Find out how you can optimise your pricing and sales tactics to maximise your success.

Key learning objectives:

- How to generate sales opportunities and introductions
- Optimise your pricing and generate profit
- How to best sell your product or service

Results:

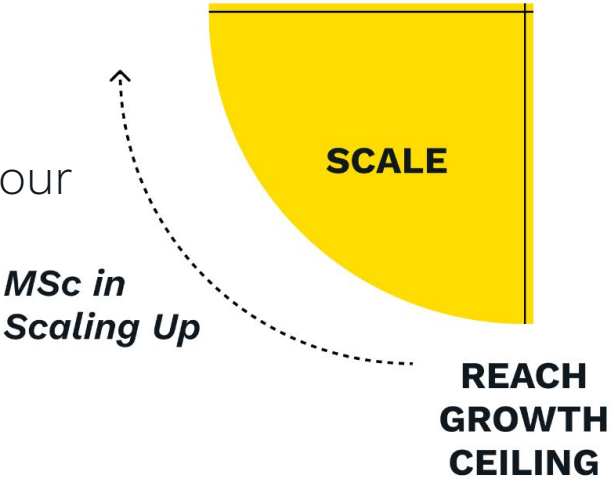
- First paying customers
- Earn back your investment into this program
- Optimised pricing strategy for profit

Program completion: As you near the end of the program, you will be invited to final presentations - Demo Day - to showcase the solution you created and the product market fit achieved. You will leave this program not only with a market validated product but also entrepreneurial confidence and real-world startup experience.

What’s next?

Get a MSc degree and scale your startup

LEARN MORE



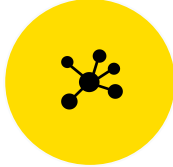
Scalability in your business model

Fast-track your business success within one year



A Master in scaling

Master of Science Degree from an accredited University of Applied Sciences



A top-notch network

Global network of entrepreneurs, corporates and investors.



Razorsharp focus

Become a better leader to bring your company to the next level



“Reaching the entrepreneurial ceiling hits hard. You’ve got this industry redefining idea, a potential game-changer, but lacking the tools to make it real or grow it. It’s tough. Finding the right people who understand this feeling is not easy but when you do, it might just save your business.”

Gibran Huzifah
Founder of eFishery
1,4 Billion US\$ Valuation



Who is this program for?

The ones that want to build & create something meaningful.

Not everyone wants to follow the traditional path. Some of us feel the pull to build, create, and lead—before we have it all figured out. The Get Started Program is built for bold thinkers in the earliest stages of their entrepreneurial journey. You don't need a business plan. You just need the ambition to make something real.

This Program Is For You If...

- You're motivated, but you need structure
- You want to turn an idea into action
- You learn best by doing—not just reading
- You're excited to build something that matters
- You're not afraid of hard work when the vision is worth it

Wherever you're starting from—this is where you start building.

GET STARTED WITH YOUR APPLICATION:

[APPLY HERE](#)



RECENT BACHELOR GRADUATES

Are you currently completing or have you recently finished your Bachelor's degree—and feel uncertain about diving straight into a traditional job? No matter what field you studied, this program helps you turn your education into something tangible by giving you the tools, mindset, and momentum to launch your first venture.



PROFESSIONALS IN TRANSITION & SABBATICAL

Whether you've taken a break to reflect or you're ready to explore a new direction where **you** set the course, this program offers a fast-paced, practical way to test the entrepreneurial path. In just five months, you'll gain clarity, experience, and a network—all while working on something that's truly yours.



ENTREPRENEURS EARLY IN THE JOURNEY

Have a startup idea—or maybe even taken the first few steps? If you're seeking structure, guidance, and a supportive community to bring your vision to life, this program gives you the frameworks and coaching to confidently take that leap of faith.



FUTURE MSC IN SCALING UP STUDENTS

Already eyeing the MSc in Scaling Up at Unknown University of Applied Sciences but lacking the academic background (ECTS) or a running business to qualify? This program is the perfect stepping stone. You'll gain the startup experience and product validation needed to enter the Master's with confidence and traction.

Study format & structure

To give the tools to build your business

The Get Started Program is not your typical classroom experience. It's a fast-paced, full-immersion journey offered at our Unknown Campus in The Hague—a space built for founders, by impact founders.

FORMAT OF THE PROGRAM

Each week the Get Started program will follow a rhythm where you will dive into focused sessions led by experienced entrepreneurs, industry expert and get relevant tools to build your business. You'll get a dedicated business coach who will challenge your thinking, provide personalized guidance, and help you break through barriers. You'll work with fellow students - like-minded entrepreneurs - currently facing similar challenges. But most of the work will happen outside the classroom - you will be out there building your business and talking to your customers.

LEARNING FORMATS:

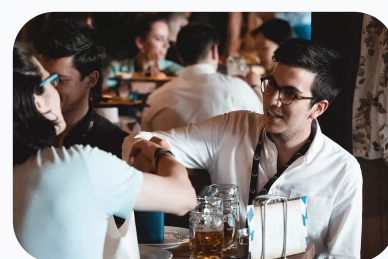
- Interactive group Workshops or Classes
- Business coaching sessions
- Standup sessions
- Personal development coaching sessions
- Peer-to-peer reflection, feedback & feedforward
- Incubator time - real-world startup execution beyond the classroom

WHAT TO EXPECT

The Get Started Program is a full time program with sufficient time to work on your business in our incubator space.

WEEKLY STRUCTURE:

- **Content Sessions:** 2x /week, these sessions focus on essential topics to help you move forward with your business development and personal development. They are designed to equip you with knowledge, tools, and strategies tailored to the startup journey.
- **Coaching Opportunities:** 1x /week, you have the chance to benefit from individual coaching—either business-focused or personal—depending on your current needs. These sessions offer personalized support and guidance from experienced coaches.
- **Standup sessions:** 1x /week, helps to maintain momentum and create a regular rhythm. You can share your progress and setbacks from the previous week, outline your goals and plans for the upcoming week, and request specific help or feedback from peers and facilitators.
- **Peer to peer learning:** held at different moments throughout the program receive fresh insights as well as feedback and feed forward.



Our incubator as your competitive advantage

Your competition will find it unfair that you joined us.

We founded Unknown University of Applied Sciences to not just offer an academic program with the latest from the field by entrepreneurs. We want you to continue working on your startup and maximise your chances to fix the future. We focus on APPLIED in applied sciences. Therefore the incubator is all about you and your startup. Real life, real learning.

PLAYING THE PIANO

As with playing a piano, you can not learn how to launch your business just by researching and reading books. You need to play and make mistakes to get better. This is why learning by doing is the only way to become a next level founder. So from day one you will start creating your business and work on getting your product or service on the market to start selling.

Our incubator is not just the space where you will have your office, it also offers you a wide variety of additional value:

- **Moment of need:** You don't want to wait for knowledge and guidance offered in a session later in the program. The incubator is there to facilitate you in your moment of need.
- **Challenge:** We offer you structure, rhythm, tools and sessions on a weekly basis to challenge you and hold yourself accountable.
- **Guide:** Be inspired by guest speakers, receive business- and personal coaching and receive insights from mentors who have broken through the ceiling before.
- **Connect:** Grow your network with entrepreneurs from all around the world who are willing to help you achieve your goals.

EXPECT THE UNKNOWN

One of the signature traits of high performing entrepreneurs is the ability to deal with discomfort in the moment it appears. As part of our incubator program we support you to build a variety of competences that will help you become comfortable with being uncomfortable and grasp those "unknown" opportunities coming on your path.

During your stay you will also be surprised how many things happen just because you are there, the unplanned. Our innovation hub, Titaan, is so vibrant that you never know what the day will bring.

Two practical examples of what to expect:

Incubator Table Talks

Expert entrepreneurs are invited to join us in the incubator space where we have guided table talks. A limited number of fellow students will join you to ask the entrepreneur questions that currently challenge you.

Out Of Comfort Zone Sessions

In these sessions we deliberately bring you in situations in which you will probably feel instant discomfort. Dancing on the spot, singing a song in a language you don't master, cold calling three customers about a product with others listening in. How we get to the challenges? Simple. You are co-designing the session. We will ask you what makes you shiver.



Thomas Blekman
Co-founder and
Incubator Director
Unknown University of
Applied Sciences

Titaan will be your home

The clubhouse for impact founders

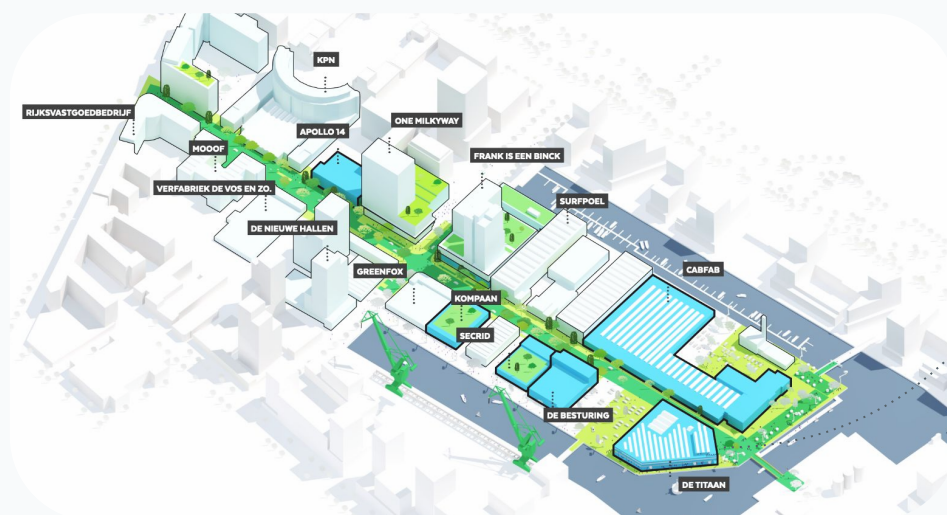
MAKE TITAAN YOUR HOME

Titaan is The Netherlands' largest impact innovation hub. It is a clubhouse for impact founders to work and connect. Offices, events, labs, programs, and community support tailored to scale your impact- solutions.

Joining our program means having your own desk or office in Titaan and experiencing a supportive, collaborative, and resource-rich environment that empowers founders to thrive and build impactful solutions.

FACILITIES IN TITAAN

- 14 fully equipped meeting rooms
- Professional broadcasting room for product demos
- Podcast studio
- Daily lunch with a variety of choices
- Every Thursday, drinks with the whole community
- Fully equipped gym with boxing and spinning classes
- Over 40 scale-up offices with companies from 8 - 100 FTE.
- Visibility towards >100.000 annual guests in Titaan.



→ The location



Join Europe's epicentre for impact founders, The Hague

Our program takes place in the impact city of Europe

THE HAGUE IS AN IMPACT CITY

The Hague is the centre of innovations for a better, safer and more just world. The city invested in the infrastructure and network that serves companies that combine doing good and doing business.

With our Get Started program taking place in this great city, you will benefit from this ecosystem by connecting NGOs, established companies, governments and many young and creative entrepreneurs who want to make a difference.

BEST QUALITY OF LIFE IN THE WORLD

The Hague was named the most livable city in Europe for internationals. The Hague is also the #1 city in the world for quality of life.

With its beach, cuisine from all over the world and housing over 35,000 international students, The Hague combines a vibrant student life, leisure and a thriving business economy.



ImpactCity
The Hague



**"THE HAGUE AIMS
TO BE A LEADING EUROPEAN
IMPACT ECOSYSTEM"**

Jan van Zanen – Mayor of The Hague

Are you ready to fix the future?

Hear from Heleen and Jan who are leading the way



Jan Saan CTO of CM.com
Founded in 1999, IPO (AEX) in 2018

"Coding away in a tiny kitchen marked the beginning of my entrepreneurial journey. Back then I navigated through uncharted waters, learning everything on the fly.

If I would have had this program to guide me, it would have saved me and my team so much time and money.

This program offers founders who want to fix the future what I would have loved to have had myself. That's also why I am proud to share my experience and failures with the founders that are in this program"



Heleen Dura-Van Oord
Founder at Vivid Ventures, Peak Capital
and Future Food Fund

"After my studies, I started at Xerox, where I mainly learned how big you can think. You are the most important obstacle to being able to think really big. Therefore courage, to me, is doing things others don't dare to or don't see.

Courage is, where some are afraid to give up certain certainties or simply fearful of the unknown, fully embracing the adventure.

Stepping out of your comfort zone. Sheryl Sandberg put it beautifully: 'What would you do if you weren't afraid? Go out there and build your dreams! '"

Secure your spot now and apply

Develop the skills and expertise to launch your business.

Admissions criteria

To be eligible for the Get Started Program, applicants are required to be based in the Netherlands (or willing to relocate) and are available to join this program full-time.

English language requirements

For admission to the program, you must be proficient in English (advanced).

Tuition Fee

Full program fee is € 6.000. The fee is split into 2 parts and you can opt-out of the second part of the program if it's not a fit for you.

Visa for Non-EU applicants

As this is an open program, student visa cannot be facilitated by Unknown University. Exceptions can be made if the program is done as a pre-Master in preparation for MSc in Scaling Up.

Application deadline: 15 of August 2025

Next steps to apply

Step 1 - Initial Application:

Complete the online application and provide required documents for the admissions committee's review.

APPLY HERE

Step 2 - Admission interview:

Attend a call for an admission interview with the committee.

Step 3 - Contract & Payment:

If successful, you'll receive a student contract and invoice. Once signed and paid, your enrollment is confirmed.

BECOME AN ENTREPRENEUR BY BEING ONE.

A university to start and grow your business.

- Placed in the top impact startup hub Titaan
- Taught by 50+ field experts and founders
- 70% of our graduates have a running businesses.



UNKNOWN UNIVERSITY

OF APPLIED SCIENCES

Join the Get Started Program

APPLY HERE



GET IN TOUCH
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