

BECOME AN ENTREPRENEUR BY BEING ONE

**BACHELOR OF SCIENCE
IN ENTREPRENEURSHIP
& INNOVATION**



UNKNOWN / UNIVERSITY
OF APPLIED SCIENCES



FULLY ACCREDITED, YET UNCONVENTIONAL UNIVERSITY OF APPLIED SCIENCES WHERE YOU LEARN TO BECOME AN ENTREPRENEUR BY BEING ONE

Bachelor of Science

Become an entrepreneur
by being one

Bachelor of Science in Entrepreneurship

Unknown University of Applied Sciences

WE KNOW THAT EVEN THE MOST EXPERIENCED ENTREPRENEURS LEARNED THEIR TRAITS THROUGH TRIAL AND ERROR.

Entrepreneurship is not something you learn by reading a book, it demands learning through application. Therefore, we are proud to be a fully accredited university of applied sciences with a cutting-edge curriculum where you learn to become an entrepreneur by being one.

At Unknown University of Applied Sciences, 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 structure of our curriculum is aligned with the startup process. Experts from the field teach you the traits. no memory testing. on-the-job development by doing. real world, real learning for the ambitious who want to create meaningful profit businesses.

With our Bachelor of Science in Entrepreneurship & Innovation, we make it our business to make the start of your business a once-in-a-lifetime experience. As you develop the skills and gain the knowledge required to start a business in our program successfully, we will help you to rise in life as an entrepreneur.

After four years you will have your own company, and a fully accredited bachelor of science degree that will benefit your future career.

JOIN US NOW



What sets us apart

Why choose Unknown University of Applied Sciences



START YOUR BUSINESS FROM DAY 1

Don't waste time. Launch your business from day one while maximizing your studies to turn your education into real-world success.



Kim, alumni and founder of The Madame.



Founders sharing achievements with the network.



BEST ENVIRONMENT FOR GROWTH

Accelerate your business and personal growth in a dynamic setting, tapping into tailored support from a global network of entrepreneurs, industry leaders, and investors.



EXTRAORDINARY EDUCATION

Immerse yourself in small classrooms focused on practical, hands-on learnings that are led by entrepreneurial teachers and field experts.



Nira, Field Expert.



Titaan: 13,000m² impact innovationhub



LOCATED AT THE HEART OF EUROPE'S IMPACT CAPITAL

Thrive in TITAAN: the biggest impact innovation campus of Europe in The Hague. Surround yourself with like-minded peers within a vibrant atmosphere of impactful endeavors.

→ Start your business from day 1

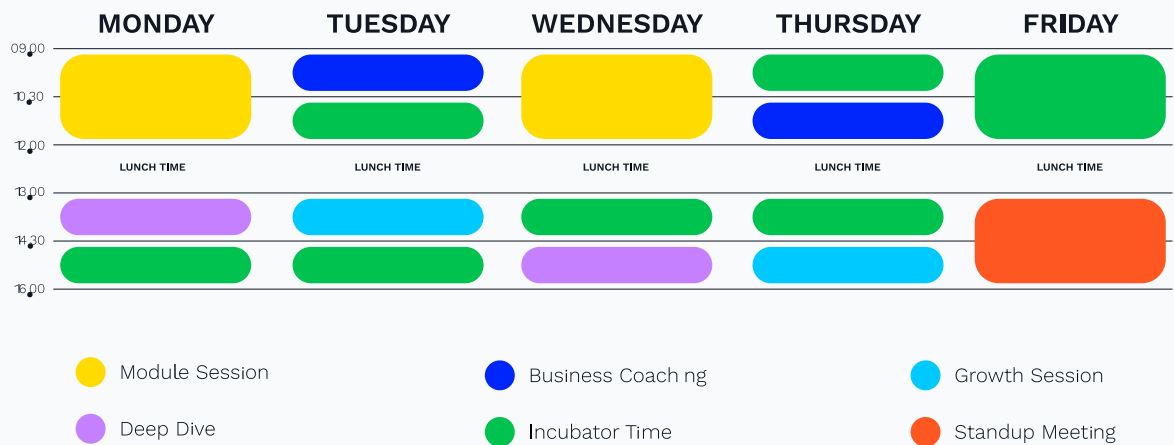
Start your business from day 1



Kickstart your entrepreneurial journey

Embark on an educational journey with our innovative bachelor program that allows you to seamlessly **integrate academic pursuits with entrepreneurial ambitions.**





From day one, you'll not only pursue your accredited bachelor's degree, but also actively build and run your own company. The modules in the curriculum follow the stages of starting and growing your business. We aim to maximize the relevance of our classes by ensuring that the content we offer and its timing are aligned with your growth needs.

With a focus on blending studies with real-world application, our program is tailored to nurture the founders of tomorrow, ensuring that you graduate not only with a degree but with a thriving business ready to make its mark in the world.

Meet our faculty

We have created a program taught by the perfect mix of lecturers. You'll be inspired by the growth and failure stories of entrepreneurs and learn from the best field experts and professors with academically validated knowledge.

Our commitment to excellence is evident in our small classrooms, curated by entrepreneurial teachers and field experts who guide you through an immersive journey of practical and hands-on learning.

The majority of our faculty are seasoned entrepreneurs eager to share their knowledge with you.

With a collaborative network of Field Experts, Business Coaches, and Learning Facilitators, supplemented by insightful guest speakers sharing their entrepreneurial journeys, your educational environment provides the foundational knowledge and continuous support necessary to transform your company into a thriving, successful business.



Petra Cafnik Uludağ

*Expert on (inter) personal skills
learning line*



Thomas Blekman

*Expert on business skills
learning line*



Viviane

*Expert on specialist skills
learning line*

Examples of guest speakers and experts in our curriculum



Michiel Muller
Founder Picnic
Largest online
supermarket in Europe



Julie Chen
Founder Cheeky Panda
#1 bamboo paper
in the world



Charly McGregor
Founder The Student Hotel
Largest student hotel chain
in Europe



Prof. Dr. Roy Thurik
Entrepreneurship professor
Erasmus University
Rotterdam



Prof. Yannick Dillen
Professor of Entrepreneur-
ship at Vlerick Business
School



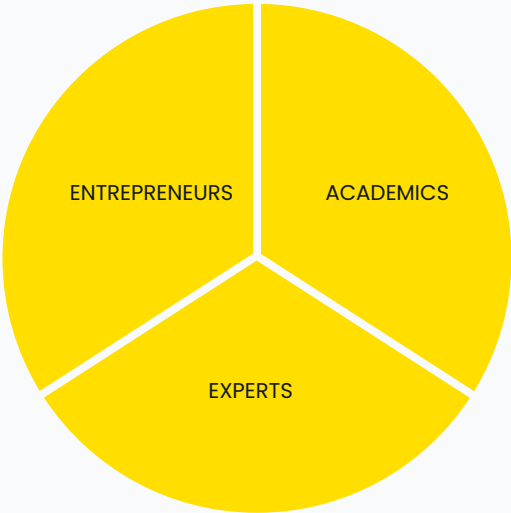
Konrad Bergström
Founder of XSHORE European
Powerboat of the year 2024
Expert: Hardware development



Heleen Dura Van Oord
Founder of Vivid Ventures
Expert on: Raising capital



Ryan Patel MBA
Board director Drucker
School of Management



Are you ready to fix the future?

Hear from Jan and Heleen 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! '"

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 scaling 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 while studying, you will start growing your business and work on breaking through your ceiling. That is what our incubator offers you.

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 module later in the year. 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.



BEYOND THE CLASSROOM

We are committed to equipping you with all the necessary skills and resources to initiate, grow, and sustain your business while pursuing your degree, including 24/7 incubator access and an incubator program dedicated to your company and you as a founder.



Campus in the heart of Europe's impact capital

Empowering founders and cultivating innovation



CITY OF THE HAGUE IS AN IMPACT CITY

As the seat of the Dutch government, The Hague is a hub for sustainable development to effectively address global challenges, where public and private partnerships are constantly formed.

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.



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.



Titaan will be your home



The clubhouse for impact founders

MAKE TITAAN YOUR HOME

Titaan is Europe's largest impact innovation campus and the home of Unknown University of Applied Sciences. The space combines the university campus with offices, meeting rooms, and event spaces that seamlessly connect impact startups, students, industry leaders, governments, and investors.

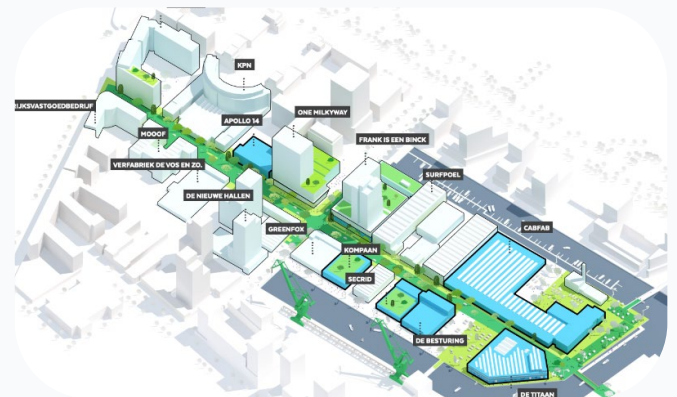
As a student, you are able to join all Titaan activities – ranging from weekly Titaan Thursday drinks to The Hague-based events such as the Get in the Ring Global Meetup and Impact Fest.



Be part of a community of innovators.

FACILITIES IN TITAAN

- Podcast studio.
- Daily lunch with a variety of choices.
- Every Thursday, drinks with the whole community.
- Fully equipped gym with boxing and spinning classes.
- Professional broadcasting room for product demos.
- 3 lecture rooms and 1 dedicated incubator space for Unknown University
- Over 40 scale-up offices with companies from 8 - 100 FTE.
- Visibility towards >100.000 annual guests in Titaan.





→ Campus in the hearth of Europe's impact capital



CO WORKING KITCHEN



NETWORK



EVENT SPACE



MEETING ROOMS



PODCAST STUDIO



WATERSIDE TERRACE



TOP NOTCH OFFICE



GOOD COFFEE



DISPLAY SOLUTIONS



GREAT COMMUNITY



BRAINSTORM

Let's go into the unknown

Meet your peers

At Unknown University, we recognize the benefit of having a diversified mindset. Our current population is made of 130+ students aged between 17 and 30, ensuring that you will be exposed to a range of perspectives that will be actively shaped and challenge your world views.

Joining our bachelor program means becoming part of an international group of future founders who are driven to change the world. We carefully select peers you would want to share your journey with, aiming friendships that last a lifetime.



With a community made up of students from 40+ nationalities, our environment encourages you to broaden your horizons and engage in cultural exchange.



The curriculum

Integrating academic learning and entrepreneurial pursuits

As an university of APPLIED sciences, we aim for the development of capabilities: learning by doing is essential. Therefore, you spend most of your days in the incubator where we help you create your dream. From day one, we will coach, challenge, and mentor you alongside the modules to apply the lessons learned immediately to your own startup.

Modules take five weeks and they are focused on a single topic. Together, they form your bachelor degree. The order of our modules is aligned with the process of starting and growing your business.

YEAR 1

Agile Working
Highly Effective Entrepreneurship
Impact entrepreneurship
Trendwatching
Anthropology
Effectuation
Value creation
Design thinking

YEAR 2

Lean startup
Brilliance of Failure
Business Model Innovation
Finance for Entrepreneurs
Branding
Lean Pricing
Preventing Legal Mistakes
Growth Hacking

YEAR 3

Intrapreneurship
Future Tech
Service Innovation Design
Scaling a Startup
Understand and Understood
Present your Startup
Alternative Finance
Sales

YEAR 4

Art of Leadership
Hiring and Firing
Predicting Irrationality
Systems Thinking
Future Proofing
Ready to Rise
Aptitude Test

IN-HOUSE INCUBATOR SPACE

TITAAN COMMUNITY (EVENTS AND THURSDAY DRINKS)

THE HAGUE-BASED ENTREPRENEURSHIP & ECOSYSTEM EVENTS

Why students love our program

1

Students help each other out because they are all on the same entrepreneurial journey.

2

Continued access to a broad scope of experienced entrepreneurs who want to help Tomorrow's Entrepreneurs succeed.

3

With access to a learning facilitator, students are challenged, inspired, and understood. These facilitators recognize when times are tough and work to help students work through personal pitfalls.

4

Access to a cutting-edge incubator workspace which is open 24 hours, 7 days a week, and during the holidays.

5

Hands-on, relevant forms of assessment that tests the ability to apply knowledge to a business instead of simple memory testing.

Living in The Hague

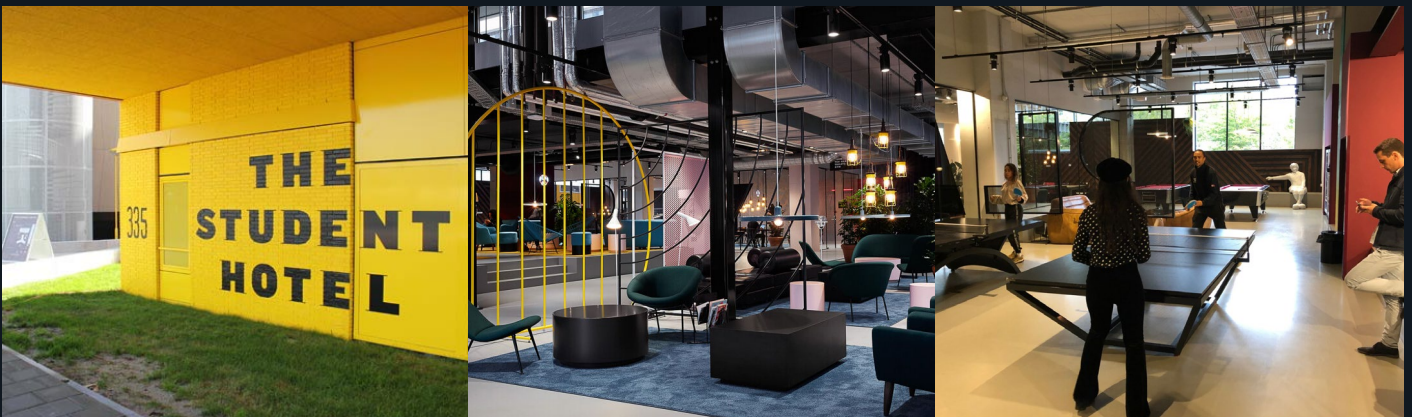
The Hague as your home

UNKNOWN UNIVERSITY HOUSING

Recently Unknown University has taken the step to enlarge its facilities with student housing in close proximity to Titaan (5 min. biking). The availability of rooms is currently limited, but is growing in the upcoming months. If you want to reserve a room, apply to the bachelor program as soon as possible.

ADDITIONAL HOUSING OPTIONS

The Hague offers a range of housing options for you as a student, including shared apartments, dormitories, and private rental properties. If you'd like to explore other housing options, check out websites like Kamernet, Student Housing The Hague, and Pararius.



Dynamic student living environment at The Social Hub

We have partnered with **The Social Hub**, who 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.



Application process

Apply to join our program by simply filling in our online application form attaching the required documents.

APPLICATION

You can apply for admission through www.unknown-university.as.com/apply

You will receive news on your application within one week after applying.

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

ADMISSIONS CRITERIA

In general, if your high school diploma meets the entry requirements of a bachelor's degree in your home country, you meet our admissions criteria.

In addition to having a high school diploma, we require international applicants to have an Academic IELTS certificate of 6.0, Cambridge of 169 or TOEFL of 60.

Exemptions to this requirement include native speakers, and those who have completed the International Baccalaureate.

ADMISSION PROCESS

After you have applied, we will review your application. If you match the requirements, we will invite you for a first admissions call, where we discuss your entrepreneurial aspirations.

Successful applicants who have already graduated from high or secondary school will be sent an admission notice. Applicants who have not yet graduated from high or secondary school will be sent a conditional admission notice; admission will be final once they have sent us their final diploma and transcript.

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 first year's tuition fees have been paid.

→ Application process

TUITION FEE

EU/NL € 14.200 yearly

Monthly installments possible with Dutch IBAN

Discounted single payment fee of € 13.500
if paid by 1st of August

Non-EU € 14.200 yearly

(No discount due to visa Application Costs)

APPLICATION DEADLINES

September 2024 intake:

15th of August 2024

Late Applications

Late applications may be accepted depending on circumstances. Please contact us before applying after the deadline.



You are supported by our team in every step.

Do you have specific questions regarding your situation? Schedule a call with our student advisor via university@unknowngroup.com

"Empowering student entrepreneurs is probably the best education they can get. Experimenting, creating, researching, building something of nothing. This entrepreneurial mindset is so powerful. It helps build resilience and self-confidence, enables you to challenge the status quo, seek solutions, believe in opportunities, achieve autonomy and independence."

**Prince Constantijn
Van Oranje-Nassau**

Special Envoy to Techleap



Financing your education

Explore funding options available to you and start building your future.

DUTCH STUDENTS

Students who hold Dutch citizenship can borrow the full tuition fees from DUO. As our fees are higher than the standard public institution fees, the amount students can borrow from DUO is also increased. We will provide you with the document DUO requires to get the increased loan amount.

Our Dutch students are also entitled to the other DUO products such as: Studiebeurs, OV-jaarkaart, etc, just like students at public institutions.

EU/EEA/SWISS STUDENTS

In line with EU/EEA/Swiss legislation and treaties, non-Dutch EU/ EEA/Swiss citizens can also borrow the tuition fees from DUO. However, there are additional requirements, including having a part-time job with a contract.

NON-EUROPEAN STUDENTS

Unfortunately, the Dutch government does not provide funding options for non-EU/ EEA/ Swiss nationals. However, funding may be available from your own government, or from other sources in your country or region.



→ Are you ready to fix the future?

Open day

Curious to see if our program
is the right study for you?

Find out what sets our University of Applied Sciences apart from the generic alternatives, as we describe our practical, hands-on approach to entrepreneurship education in detail at our Open Day.

Discover the answers to questions like: What will you study during the program? What's the application and admission process like? How can you fund your education? And most importantly, "Do I have what it takes?"



Join open days to receive personal mentorship.



→ Are you ready to fix the future?

Try-out day

Want to experience first-hand what it's like to become a student entrepreneur?

Discover what it's like to study at Unknown University of Applied Sciences by stopping by to take a tour of the campus, experience our lively ecosystem, and join a class.

You will receive insights from current students on what it's like to study at Unknown University of Applied Sciences and work on your business at the same time. By becoming a student for a day, you become acquainted with our unconventional way of education and see if we're a proper fit!



Share a day with our student entrepreneurs.

You can sign up to a Try-out day by contacting university@unknowngroup.com

We will get in touch with you to find a suitable time and date for you to visit the campus and participate in a session that will pique your Winterest.

Are you ready to fix the future?

Hear from student founders who are leading the way



Roberto Urrutia Morlett Co-founder of Hyper LATAM

“During all the on-site and virtual sessions I have had with Unknown University of Applied Sciences, I have identified some of the skills I need to develop for my entrepreneurial career.

The most remarkable thing I have learned during this process is how important being passionate is: not only for entrepreneurship as a whole but for your project specifically.”

“

Unknown University helped me, as talking to my Learning Coach eased a lot of doubts. Although the pandemic was taking a toll on my travel-oriented business, I knew it was going to end eventually. My Coach said to me, ‘You have to listen to yourself. Do you want to quit, or do you want to continue?’ I knew I didn’t want to quit, so I kept at it and continued building.

”

“What’s an issue that I’ve experienced? Traveling with my mom, who’s in a wheelchair, always presented an unexpected challenge.

This triggered the creation of GrootTravels, an online travel platform for people with disabilities. By providing essential information like pictures and room measurements it enables travelers to meet their specific requirements and feel confident about their choice.”



Sonia Groot Founder of GrootTravels



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

APPLY NOW

