

**UNKNOWN UNIVERSITY**  
OF APPLIED SCIENCES

# BECOME AN ENTREPRENEUR BY BEING ONE

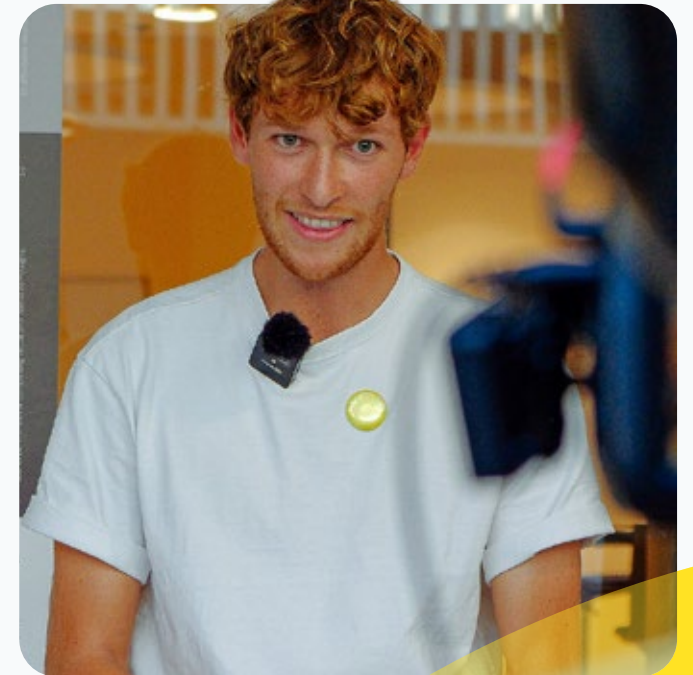
**BACHELOR OF SCIENCE**  
IN ENTREPRENEURSHIP & INNOVATION



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Unknown University  
of Applied Sciences

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



3



# 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.





# What sets us apart

## Why choose Unknown University of Applied Sciences

### Build Your Business From Day 1

Start building your business whilst getting your Bachelors Degree. 70% of our students graduate with a running business.



### Enter the Real World From Day 1

Build your Hard and Soft Skills whilst creating a reliable network whilst getting your Degree.

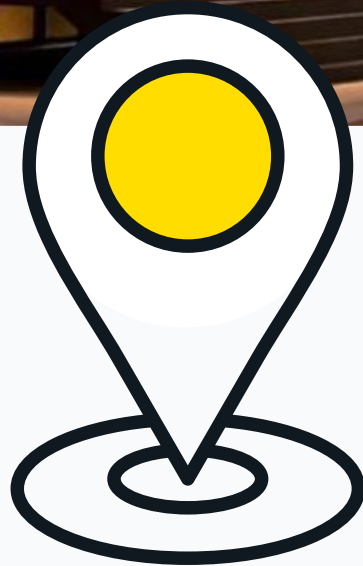


### Entrepreneurs in front of class!

Your lecturers are Founders and active Entrepreneurs teaching you their expertise in their specific fields. Teaching proven strategies to grow your business.



Titaan: 13,000m² impact innovationhub

**Europe's #1 Impact Campus**

Home to 60+ Startups and Scaleups, with direct access to Founders, Investors and Innovators shaping the future.

# Student stories

Unknown University of Applied Sciences



**Rachel K Zhang** (22 years old)

Founder of **Tao** & **Founder House**

*"I chose Unknown University over Stanford because it attracts fearless, like-minded people ready to take risks and make change."*



**Arnesh Jaikaran** (19 years old)

Founder of **INTA**

*"Unknown University connected me with the right people to turn my idea into a company."*



# 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.**

# Weekly planning



lecture & activity schedule

**Start** at 9:00  
**End** at 16:00

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
09:00	MODULE SESSION	STANDUP MEETING	MODULE SESSION	BUSINESS COACHING	WORK ON YOUR BUSINESS
12:00	LUNCH TIME	LUNCH TIME	LUNCH TIME	LUNCH TIME	LUNCH TIME
13:00					
14:30	ACCELERATION SESSION	WORK ON YOUR BUSINESS	WORK ON YOUR BUSINESS DEEP DIVE	GROWTH SESSION	FIELD TRIP
16:00					

**From day one**, you build and run your own business while earning an accredited Bachelor's degree. Our "learning by doing" approach means you'll spend most of your time in the incubator, turning ideas into reality with guidance from coaches and mentors.

Our program blends academic study with real-world application, which makes that more than half of your weekly planning can be spent on building your own business. Graduate with a degree and a thriving business.

# The curriculum

Integrating academic learning and entrepreneurial pursuits



Unknown University of Applied Sciences guides you through a four-year journey to develop the full range of entrepreneurial essentials. Each module takes you deeper into strategy, skills, and theory, always applied to your own venture. Business is iterative, but with every block you build the essentials to start, grow, and scale.

The program runs in eight blocks of five weeks per year, each focused on a single topic tied to business growth. From foundations like Ready to Start to scaling, funding, and leadership, every step connects theory to practice. Your business is not a case study, it is the arena where you apply all learnings and see tangible results.

Block 1  
Block 2  
Block 3  
Block 4  
Block 5  
Block 6  
Block 7  
Block 8

YEAR 1	YEAR 2	YEAR 3	YEAR 4
Ready to Start	Lean Startup	Sales	Leadership and Teambuilding
Founders and ideas	Resilience and Effectiveness	Stakeholder Management	Systems Thinking
Impact Entrepreneurship	Business Modeling	Service Innovation Design	Customer Behaviour
Trendwatching	Branding	Scaling a Startup	Hiring and Firing
Finance and Legal for Founders I	Finance and Legal for Founders II	Culture & Communication	Market Strategy & Internationalization
Entrepreneurial Research Methods	Lean Pricing	Present Your Startup	Ready to Rise
Data Driven Decisionmaking	Tech for Founders	Funding	Aptitude test
Design Thinking	Growth hacking	Future Tech	

IN-HOUSE  
INCUBATOR SPACE

TITAAN COMMUNITY  
(EVENTS AND THURSDAY DRINKS)

THE HAGUE-BASED ENTREPRENEURSHIP  
& ECOSYSTEM EVENTS

# Why students Choose our program



- 1

**Peer Support**  
Students collaborate and support each other, sharing insights as they navigate the entrepreneurial journey together.
- 2

**Expert Guidance**  
Access experienced founders who provide mentorship and guidance to help you grow your business.
- 3

**Personalised Mentorship**  
Learning facilitators challenge and inspire you, helping overcome obstacles and apply lessons directly to your startup.
- 4

**24/7 Workspace Access**  
Work anytime in our state-of-the-art workspace, even during holidays, giving you flexibility to develop your business.
- 5

**Hands-On Assessments**  
Practical assessments test your ability to apply knowledge to real business challenges rather than memorization.





# Meet our faculty

## Our expert staff

Our program offers personalized, hands-on learning from field experts and professors, blending entrepreneurial experience with academic expertise. Small classes ensure insights from real growth and failure stories, bridging theory and practice.

Led by seasoned entrepreneurs, our program provides the knowledge and guidance to transform your company, supported by a network of field experts, coaches, facilitators, and guest speakers.



**Petra Cafnik Uludağ, PhD**  
Academic Director



**Thomas Blekman**  
Business Incubator Director



**Pascal Murasira**  
20 years track record of scaling business in Africa



**Noor Figdor**  
Building Europe's #1 Circular Maternity Brand



**Florent Coudyser**  
Scaled over 20 businesses across borders into Europe



**Christiaan Maats**  
Created the world's first 100% non-toxic biodegradable shoes.



**Annie Peutrell**  
30 years of branding expertise with big brands



**Göksemin Göxalp Özdemir**  
Author and Expert in Startup Marketing Growth

## 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



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



**Prof. Yannick Dillen**  
Professor of Entrepreneurship at Vlerick Business School



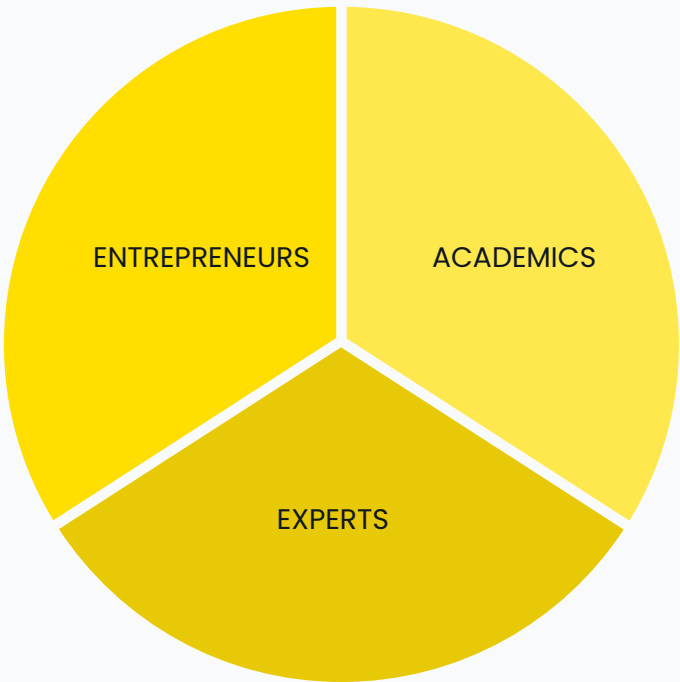
**Konrad Bergström**  
Founder of XSHORE European Powerboat of the year 2024  
Expert: Hardware development



**Prof. Dr. Roy Thurik**  
Entrepreneurship professor Erasmus University Rotterdam



**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"



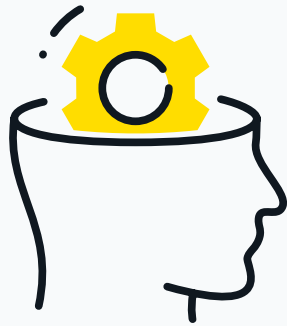
Heleen Dura-Van Oord  
Founder at Vivid Ventures, Peak Capital  
and Future Food Fund

"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! '"

# The Ideal Incubator



## The Advantage Every Founder Needs.

We founded Unknown University of Applied Sciences to go beyond traditional academics. Our program lets you continue building your startup while learning from experienced entrepreneurs, maximizing your chances to make a real impact. True to the spirit of “applied” in Applied Sciences, our incubator is designed entirely around you and your business — real challenges, real learning, real results.

### Playing the Piano

Scaling a business, like playing the piano, requires practice, not just theory. From day one, you’ll grow your startup while studying, learning through real challenges and mistakes. Our incubator gives you the space, guidance, and hands-on experience to break through limits and become a next-level founder.

Our incubator is more than just your workspace – it’s a hub of support and opportunity:

- **Moment of Need:** Get guidance exactly when you need it, not weeks later in a module.
- **Challenge:** Weekly sessions, tools, and structured support help you stay accountable and push your limits.
- **Guide:** Learn from guest speakers, mentors, and coaches who have scaled businesses before you.
- **Connect:** Build a global network of entrepreneurs ready to support your growth.

### EXPECT THE UNKNOWN

High-performing entrepreneurs share one key trait: they embrace discomfort in the moment it arises. Our incubator helps you build the skills to stay confident in uncertainty and seize unexpected opportunities as they come. At Titaan, our vibrant innovation campus, you’ll also experience the power of serendipity – unplanned connections and events happen simply because you’re there.



### BEYOND THE CLASSROOM

We equip you with the skills and resources to launch, grow, and sustain your business while earning your degree. With 24/7 incubator access and a dedicated program tailored to you and your startup, you’ll gain hands-on experience and support every step of the way.



# Campus in the heart of Europe's impact capital



Empowering founders and cultivating innovation

## CITY OF THE HAGUE IS AN IMPACT CITY

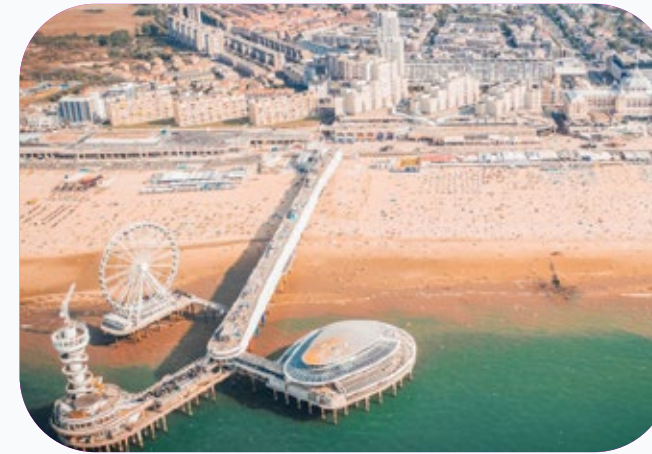
As the seat of the Dutch government, The Hague is a hub for sustainable development to effectively address global challenges, where public and private partnerships are constantly formed.

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.





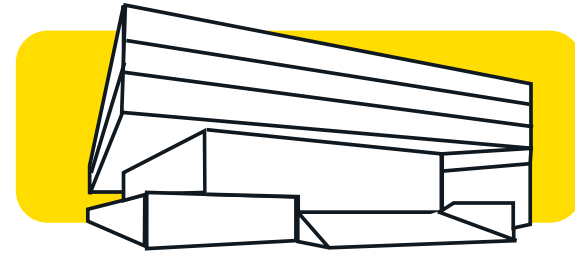


**UNKNOWN** / UNIVERSITY  
OF APPLIED SCIENCES





# Make Titaan Your Home



## The Biggest Impact Campus in Europe

### 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.





# Let's go into the unknown



## Meet your peers

At Unknown University, we value diverse mindsets. With over 130 students aged 17 to 28, you'll be exposed to a variety of perspectives that will challenge and expand your worldview.

Joining our bachelor program means becoming part of an international community of future founders, driven to make an impact. We carefully select peers you'll want to share your journey with - building 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.



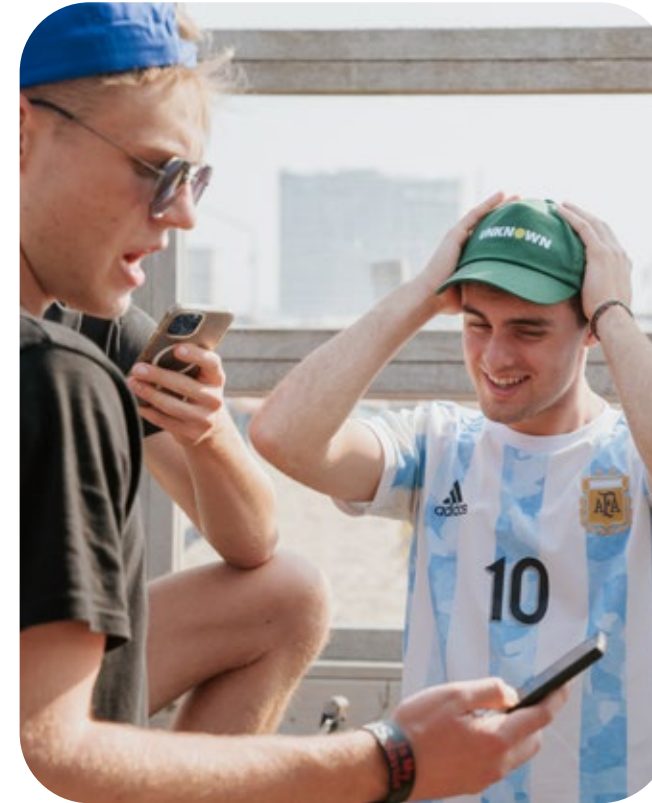


# Join the Unknown Summer School

## Build a Business in 5 Days

Make your summer count! In just one week in The Hague, you'll dive headfirst into entrepreneurship, team up with changemakers from around the world, and build a real business from scratch. Step out of your comfort zone, push your limits, and create friendships that will stay with you for life.

Scan for more info





# Get In The Ring



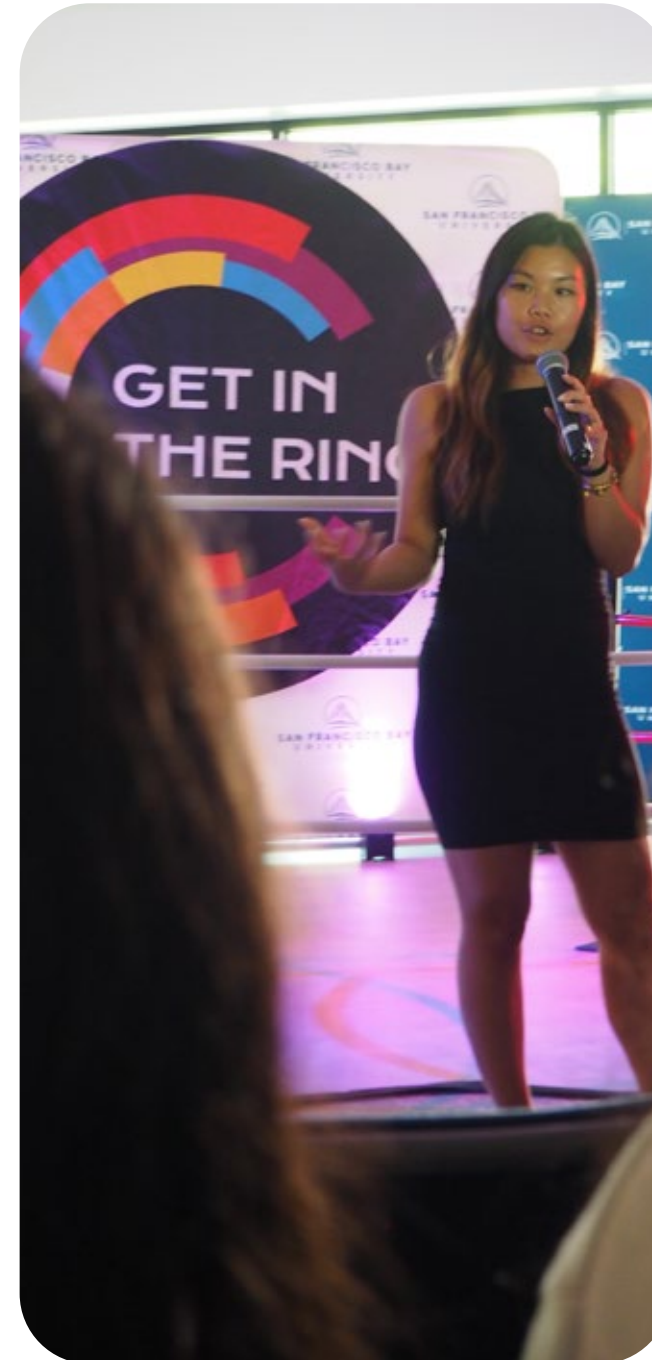
Gateway for our students to a global podium

Founded by Unknown in 2012, Get in the Ring has grown into a global movement. Today, students from universities and high schools in more than 100 countries step into the ring to pitch their startups. With each edition, the competition strengthens an international network of entrepreneurial talent, culminating in a global final where the very best face off on one stage.



At Unknown University, this global stage is part of your journey. Each year, we host the Dutch Finals at our Titaan campus, giving our students direct access to the spotlight and the chance to connect with peers, mentors, and opportunities from around the world.

Now picture yourself in the ring—pitching the business you've built with passion and ambition. This is your moment to shine. Join Unknown University and seize the opportunity to take your venture to the world stage.





# Our Partners



## Expand Your Network, Skills, and Horizons

Through our partners, we support students in building their businesses and offer unique opportunities such as exchange programs and extracurricular activities. Together, these partners strengthen both your entrepreneurial journey and your professional growth.



- 1 International opportunities:** Join exchange programs, competitions, and meetups across Europe and beyond.
- 2 Expert guidance:** Learn directly from global leaders, entrepreneurs, and technology experts.
- 3 Career acceleration:** Access resources, networks, and experiences that strengthen both your venture and professional growth.



Through our partnership with CODE University our students are offered the possibility to join a one-semester entrepreneurial tech program in Berlin.



With JA Europe, our students can bring their ventures to the European stage by competing in the GEN-E Student Competition. Each year, national winners gather at the annual conference to showcase their businesses, connect with peers, and gain international exposure.



FIDELITY CENTER for  
APPLIED TECHNOLOGY.

With the Fidelity Center for Advanced Technologies we give students access to world-class expertise in deep tech and international market expansion.



Together with Friends of BATA, we connect young entrepreneurial leaders from across Europe. Through podcasts, business case studies, and shared meetups and activities, students gain inspiration and build a strong international network.

"Empowering student entrepreneurs is probably the best education they can get. Experimenting, creating, researching, building something from 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



# I AM College

## Fast-track to your future

Not yet having the right degree to enter a bachelor? Take a look at the Fasttrack program which helps you with later entry into our Bachelor. Through our partnership with I AM College, you can complete a 3-year MBO in just 1 year and seamlessly continue to Unknown University of Applied Sciences for your BSc in Entrepreneurship & Innovation.



### Why students choose this pathway:

- **Learn by doing:** Start and grow real businesses from day one.
- **Save time:** Fast-track your studies and enter HBO without delay.
- **Expert guidance:** Coaches, faculty, and experienced entrepreneurs support you throughout.
- **Global network:** Connect with an international community of future founders.
- **Seamless transition:** A structured pathway designed specifically for entrepreneurial students.

Your entrepreneurial journey starts here!

[www.iamcollege.nl](http://www.iamcollege.nl)

I AM  
COLLEGE



# Financing your education

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



## DUTCH STUDENTS

Dutch citizens can borrow the full tuition fees from DUO. Since our fees are higher than standard public institutions, DUO provides an increased loan amount with the required documentation supplied by Unknown University. You are also entitled to other DUO products such as Studiebeurs, OV-jaarkaart, and more.



## EU/EEA/SWISS STUDENTS

Non-Dutch EU, EEA, or Swiss citizens can also borrow tuition fees from DUO, subject to additional requirements, such as holding a part-time job with a contract.

## NON-EUROPEAN STUDENTS

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

# Application process



Applying to our program is simple.

Fill out our **online application form** and attach the required documents:

Apply here:



You will receive news on your application **within one week.**

To ensure your ambitions align with our unconventional education, we encourage all applicants to **schedule a call** with us before applying and to get familiar with Unknown University of Applied Sciences.

## ADMISSIONS CRITERIA

Generally, if your high school diploma meets the bachelor's entry requirements in your home country, you qualify for admission.

### English certificate requirements for international students:

- IELTS Academic: 6.0
- Cambridge: 169
- TOEFL iBT: 60
- LanguageCert: 65

- Exemptions apply to **native English speakers** and certain Diplomas. Contact us for more information.

## ADMISSIONS PROCESS

Once you've submitted your application, we review it carefully. If you meet the requirements, you'll be invited to a **first admissions call**, where we discuss your entrepreneurial aspirations.

- **Applicants with a Diploma** will receive an **admission notice**.
- **Applicants yet to obtain a Diploma** will receive a conditional admission notice, which becomes final once your final diploma and transcript are submitted.

## VISA APPLICATION

To support international students, Unknown University of Applied Sciences handles the **study visa application** for those who need one. The process begins when a student is **enrolled**. Enrollment is granted when the Student Agreement is completed and the first tuition installment has been paid.

## TUITION FEES

**EU/NL Students**

€15,000 per year  
Monthly installments available via Direct Debit.

**Non-EU Students**

€15,000 per year  
Upfront payment required due to visa application process.  
Additional visa costs: €700.



*You are supported by our team in every step.*

## APPLICATION DEADLINES

Our program starts once a year in the first week of September. While we do not have a fixed application deadline, class capacity is limited, so we strongly advise applying early to secure your spot.

Late applications may be considered depending on availability. For questions on availability please contact:  
**university@unknowngroup.com.**

**Early Bird Offer**

Apply before 31 January and pay a reduced tuition fee.

**Additional Information**

Have specific questions about your situation? Schedule a call with our student advisor via the QR code.



# Living in The Hague

## The Hague as your home

## UNKNOWN UNIVERSITY HOUSING

Unknown University has recently expanded its facilities with student housing located just five minutes by bike from Titaan. Availability is limited and reserved exclusively for our students. To secure a room, we recommend applying to the bachelor program as early 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.





# CAREER AFTER UNKNOWN



What our Alumni are up to.

70% of our alumni graduate with a running, revenue-generating business in diverse sectors. Some scale the ventures they started during their studies, while others launch new entrepreneurial activities being the founder. The remaining 30% of our graduates follow different paths: pursuing advanced studies at top universities such as Babson College or Erasmus University, contributing to family businesses, joining venture capital firms, or driving digital innovation at leading companies.

**Anton Brinckmann** | Founder & Managing  
Founder AB Innovision& Atlas Inc.



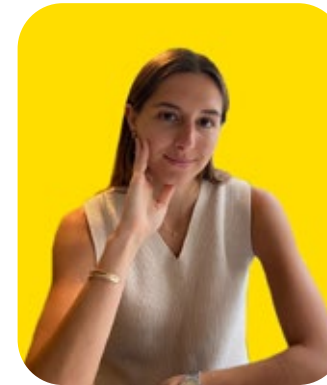
Pursuing a Master's degree at Babson College while scaling his company AB Innovision into a leading software venture studio.

**Jord Drontmann** |  
Co-Founder of Eemlandbouw



Founded a construction company delivering complete renovation solutions, including renovations, extensions, new builds, and maintenance work.

**Nina Euler Vestey** |  
Founder of Sal Paradise



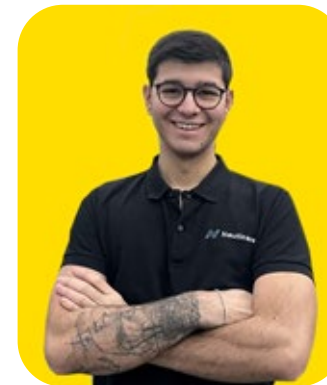
Founded a sustainable swimwear and beachwear brand.

**Bheka Shibase** |  
Property Investment & Development



Building commercial real estate across South Africa.

**Matteo Senes** |  
Co-founder & CEO of Nauticare B.V.



Building a unified digital platform for yacht-owners in the nautical industry. Just raised \$50K investment in his startup company.

**Oliver Christodoulou** |  
Founder of Staunch Ventures



Building a Venture Studio to support African Tech startups making an impact

# SOCIAL MEDIA



Instagram: **in** LinkedIn:

@Unknownuniversityas

# THE UNKNOWN AWAITS

Curious if Unknown University of Applied Sciences is the right program for you?

The best way to find out is to experience it for yourself. Join us at an Open Day to explore our hands-on approach to entrepreneurship education, discover what you'll study, and get to know our community. You'll hear how the program works, what the application process looks like, and what support is available for funding your studies. More importantly, you'll meet the people who could be part of your entrepreneurial journey.

For an even closer look, sign up for a Try-Out Day and step into the life of a student entrepreneur. You'll sit in on classes, hear directly from current students, and experience the energy of our campus while working on real business challenges. It's the most authentic way to see if our approach fits you.

Spots are limited, so we invite you to take the next step and book a **discovery call** with our team. We'll guide you toward the option that best matches your goals and help you secure your place.



Join open days to receive personal mentorship.

Book your discovery call





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



**APPLY NOW**