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# WUR Student Challenges

How do student challenges enhance entrepreneurial learning in life science universities?





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# Content

- What is WUR Student Challenges?
- Example of the ReThink Waste Challenge



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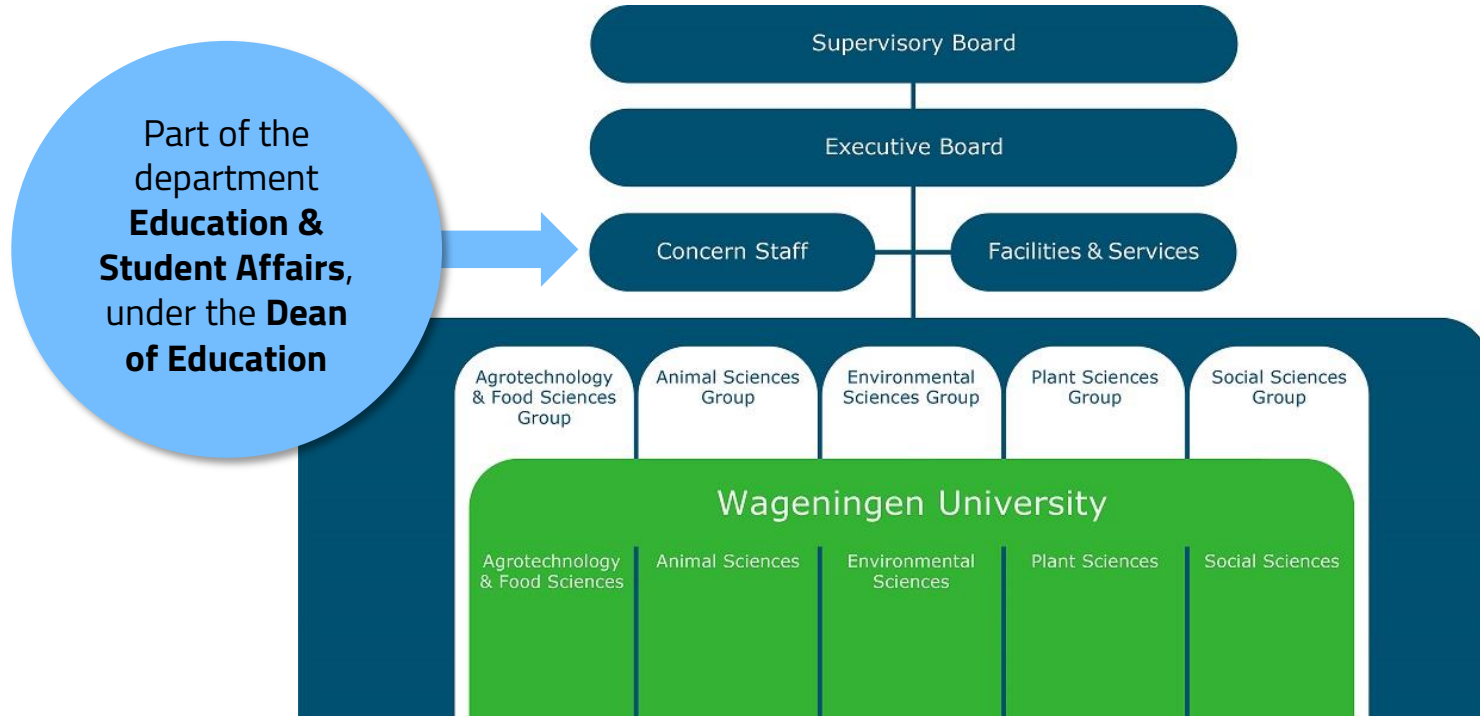
# What is WUR Student Challenges?



# Position within WUR's structure



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# Mission

WUR Student Challenges empowers students, PhD candidates and fresh graduates to **explore, create and grow** for a better future.

We do it by creating a **space to learn, collaborate, think out of the box and network.**

We organize student competitions and provide exposure, events, trainings, financial support, coaching and workspace.



# Our team



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Rio Pals



Marta Eggers



Mirjam Troost



Anna Celli



Sjanie van Wetten



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# WUR Signature Challenges

- Topics relevant for life science students
- Extra-curricular
- Multi-disciplinary
- For students worldwide
- With experts from industry, government, academia and NGOs

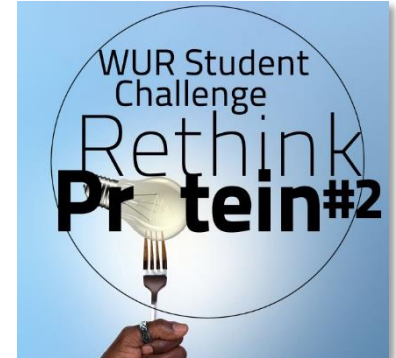




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# WUR Signature Challenges

- **Conceptual competitions**
  - The same assignment for all teams
  - Based on a specific location
  - In collaboration with local stakeholders
- **Open innovation competitions**
  - Teams work on their own idea
  - The idea should fit in the broader topic
  - Include entrepreneurship training & coaching







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# 5 years WUR Student Challenges



Challenges 16



Teams 343



Students 2276  
WUR students 614



Universities 251



Countries 72



Partners 153  
Private 100



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# Example of the ReThink Waste Challenge





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# ReThink Waste Challenge

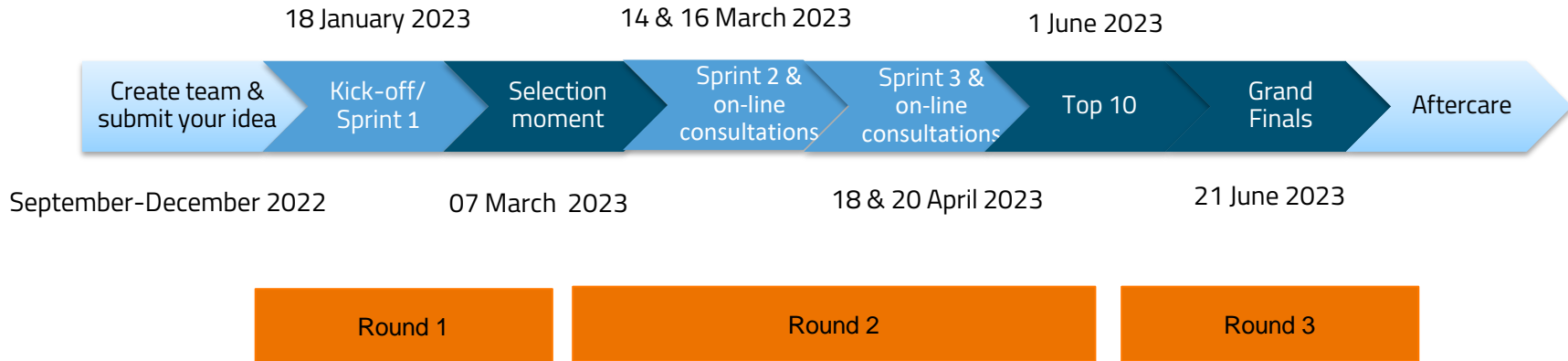
What idea will you contribute to a zero-waste future?

- Come up with a business idea or prototype that contributes to a **circular biobased economy**
- Innovative and sustainable approach to **prevent, reduce, reuse or recycle or recover biomass side-streams**
- **Two editions:**
  - January – June 2023
  - January – June 2025

# Timeline



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# What to deliver?



- **Milestone 1** (8x A4 pages):
  - Vision, problem statement, solution & validation plan
  - Up-to-date team profile
- **Milestone 2** (12x A4 pages)
  - Vision, market analysis, validated solution including revenue model.
  - Social media pitch
  - Up-to-date team profile including artist impression of the solution
- **Milestone 3**
  - 2,5 min video pitch for the jury
  - Q&A with the jury

# Entrepreneurship training



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- **Sprint 1:** Solution vs problem
  - **Sprint 2:** Business model canvas
  - **Sprint 3:** Validation & impact
- + Pitch, PR & prototyping workshops

In collaboration with



# Contact students & companies



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- One to one meetings during the **on-line consultations**
- **Events**
  - Networking @ the Kick-off event & Grand Finals
  - Presentations @ Sprint Days
- **Intermediate contact:** chat, email, etc.
- Seat in the **selection committee/ jury**

# Partners of the ReThink Waste Challenge



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## Impact Partner



## Business+ Partner



## Media Partner



## Business Partner



## Supporting Partner





# Contact students & companies



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Whereby 2/200

Picture in Picture Settings Log In Sign up

Muskan (Team BB&B) (you)

Patti O'Keeffe

ReThink Waste Challenge

KERRY

Cam Mic Share Chat People Leave



**Muskan Mathur** (She/Her) • 1st  
Environmentalist  
10h • Edited •



As team BB&B we had the opportunity of speed dating with our coaches recently. As funny as this concept might sound, we found it really helpful to talk to our coaches and seek their guidance for the next part of the ReThink Waste Challenge. Our biggest takeaway from the meetings is to work towards solving one problem instead of sticking to one solution.

We are looking forward to learning more from the coaches and incorporating that in our project: **Patti O'Keeffe RNutr** from **Kerry** and **Patrick Ballast** from **Ballast Nedam**. Thank you **WUR Student Challenges** for organizing these wonderful learning moments for us.

Mareva Meulemans and 3 others 1 comment

Like Comment Repost Send



Add a comment...

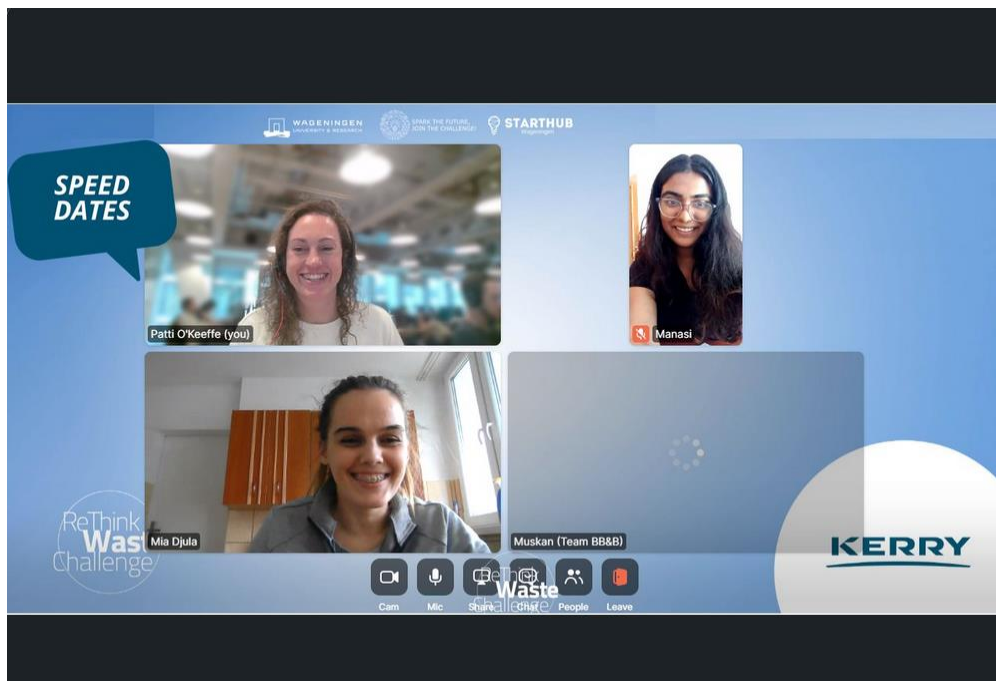


Most relevant ▾

# Contact students & companies



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**Patti O'Keeffe RNutr** • 1st

Sustainability & Nutrition at Kerry

4d • 🌐



Today I was inspired! Speaking with the teams taking part in the ReThink Waste University Challenge I am very hopeful that we can adapt our food industry to tackle the global climate crisis. My colleagues [Janneke Wijman](#) and [ilaria sangalli](#) also took part and share my opinion. [WUR Student Challenges](#) [#foodwaste](#) [#Kerry](#) [#circulareconomy](#)

👍❤️ You and 62 others

2 comments • 2 reposts



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Repost



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**Marta Eggers** • You

Project Coordinator Student Challenges a...

4d ...

Great to hear Patti!

# Contact students & companies



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# What the partners say



*'Very inspiring international event with enthusiastic students and great ideas'*

**Marc Laus, Avebe**



*'Thanks for inviting GFI to be part of the Challenge. Experiencing the energy, optimism, and ingenuity of the student teams was very inspiring'*

**Renee Bell, The Good Food Institute**

*All teams seem very motivated with their projects, and I have been inspired by their ideas'*

**Stephan Bouwman, Marel**



# What the students say



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*"We really enjoyed sharing knowledge and experience with professionals in the field and discovering all possibilities of the food industry"* **Ana Tello- Team mINc**

*"The ReThink Protein Challenge was an amazing learning opportunity and felt like a first step towards an exciting career in alternative protein."*

**Tomas Turner- Team Cultivated**



# What the students say



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**culti>ated**  
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## Outcomes of the Challenge

- Jobs & internships at partner companies
- Start-ups
- Personal development
- New knowledge & skills
- Career choices



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## Benefits of partnership

- Connecting to students worldwide
- Peek into minds of future change-makers
- Inspiring new concepts
- Scouting top-talent
- Expanding network
- Giving back & CSR
- PR





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# Questions, suggestions, ideas for collaboration?



**Marta Eggers**

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