

**GLOBAL**  
**SCHOOL.** **UN-IVERSITY**  
**OF APPLIED**  
**SCIENCES**  
*for entrepreneurship*

**BACHELOR OF SCIENCE**  
**IN ENTREPRENEURSHIP**  
**& INNOVATION**

**BECOME AN**  
**ENTREPRENEUR**  
**BY BEING ONE**

**We are a global school,  
Incubator-like  
One-of-a-kind  
An un-iversity  
A catalyst  
Just like you  
So let's achieve great things  
All the way from Maybe to Mastery  
Like us, you are unstoppable  
Like us, you will continue to rise**

**RISE**



# A FUTURE FULL OF OPPORTUNITIES

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

*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 reality remains that entrepreneurship as a lifestyle goes far beyond canvasses. That's why we decided to develop a full-fledged four-year Bachelor program for starting entrepreneurs and a one-year Master program for scaling entrepreneurs .*

*Our programs aim to develop Tomorrow's Entrepreneurs. Professionals with an entrepreneurial mindset, who feel comfortable in unpredictable environments. Our students learn about value creation within an environment that enables them to become curious global citizens, capable of developing meaningful profit and growing their business.*

*Focusing solely on profit or non-profit is not sustainable. We challenge, inspire and mentor our students to develop meaningful profit ventures that shape a future we want to live in.*

# FULLY ACCREDITED YET UNCONVENTIONAL EDUCATION

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.**

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.



# MEET OUR FOUNDING TEAM

*With half a century of experience in higher education, we are able to offer you the best in entrepreneurial teaching and mentoring. We give you access to a global network of startups, businesses, investors, and governments which you can learn from and be in business with. Four years to experiment, fail, discover, and develop yourself as well as your business. Everything we do is focused on helping you graduate from our program with a running business and a fully accredited degree.*

## JOINING FORCES, DREAMING BIG

*"Innovating education is in my core DNA, I have been doing it for more than 40 years. After having built and grown multiple universities, such as Nyenrode New Business School, I met Thomas Blekman. Thomas's dream to innovate entrepreneurial education immediately became our mutual dream. I can truly say our team is rafting to leave a legacy. The energy I receive from working with energized passionate people is unimaginable."*

**Timo Timmerman**



## A VISION TURNED REALITY

*"I never saw it coming. Thanks to Timo I am able to live my dream, running a fully accredited university that I wish I could have attended myself. Facilitating unconventional education and offer guidance to students in a phase that might be the most crucial time in their lives."*

**Thomas Blekman**



## SHAPING FUTURE EDUCATION

*"I met Thomas 12 years ago at the Erasmus University where he was already back then, changing entrepreneurship education. I myself was founding a venture lab, the Erasmus Centre for Entrepreneurship. When Thomas approached me and my team (Unknown Group) to join Global School as an investor and cofounder I immediately saw a match. The three of us aim to unlock the potential of those that will shape the world of tomorrow. In Global School I see a global recognized disrupter that will change the way we perceive entrepreneurship."*

**Martin Luxemburg**



# ENTREPRENEURIAL TYPES

## THE SELF-MADE ENTREPRENEUR

*Are you aspiring to develop your passion into an actual start-up and even grow into a scaled business in the future?*

**Meet Alessandro.** He is doing just that with his exclusive Sneaker business **SOLESHAPE**.



## THE SOCIAL IMPACT ENTREPRENEUR

*Are you aspiring to develop a social venture and willing to play the long game to achieve massive societal impact in the future?*

**Meet Sonia.** She is building her own travel agency, **GROOTTRAVELS.COM**, making the world accessible to everyone.



## THE BUSINESS SUCCESSOR

*Do you aspire to take on the leadership role and grow new opportunities for the family business in the near future?*

**Meet Lieke.** She is introducing new healthcare products to the market on behalf her grandfather's company, **EUROSTERIEL MEDICAL**.



## THE CORPORATE ENTREPRENEUR

*Do you want to contribute to the impact of organizations and run their inspiring innovation projects?*

**Meet Jord.** He is now working on introducing hydrogen to shipping as a business innovator at **VDL**.



# WHAT SETS US APART

GLOBAL SCHOOL FOR ENTREPRENEURSHIP STIMULATES STUDENTS TO **THINK, DECIDE, AND ACT AS EXPERT ENTREPRENEURS.**

HOW? BY OFFERING CUTTING-EDGE THEORY AND HELPING STUDENTS APPLY IT DIRECTLY IN OUR **IN-HOUSE INCUBATOR FROM DAY ONE.**

*What makes our approach to education different is that we offer programs to small groups of diversified students, with a personal approach. We work in an international setting and connect our students with successful business people and startups.*

## BUSINESS COACHING

*We help you grow your business by offering daily coaching opportunities where you can expect honest feedback, inspiration, and relevant advice from our business coaches.*

## CUTTING-EDGE CURRICULUM

*Our curriculum consists of relevant knowledge for entrepreneurs, taught by entrepreneurs. Experts from the field offer you their latest developments in value creation, growth hacking, leadership, and finance.*

## ECOSYSTEM

*One of our biggest differentiators to any other school is our vast network and the willingness of all those involved to connect you with our global network of startups, businesses, investors and governments to learn from, build with, and sell to.*

## LEARNING COACHES

*We believe personal development is crucial. Knowing yourself is the bedrock of any successful entrepreneur. Your personal learning coach helps you expand your potential.*

# BUSINESS COACHING

PARALLEL TO OUR FIVE-WEEK MODULES, YOU WILL RECEIVE SUPPORT FROM OUR BUSINESS COACHES, WHO WILL HELP YOU IN **ALL THE STAGES OF YOUR ENTREPRENEURIAL JOURNEY**: IDEA GENERATION, OPPORTUNITY DEVELOPMENT, GETTING TO YOUR FIRST SALES, GROWING YOUR BUSINESS, AND SCALING IT FURTHER.

*For our bachelor, it is not necessary to enter Global School with an existing business or a business idea. The only thing you have to bring is the ambition to become an entrepreneur. You will have four years of support to create your business and earn back your tuition fees, which we see as an investment in your personal development and your business.*



*"Thanks to the business coaching and the opportunity to work on my startup while studying, I changed (and improved) my entire business idea within the first half year. At any other school this would have taken me much longer. This is what I appreciate about Global School the most: learning to become an entrepreneur by being one, and the willingness to connect me to businesses."*

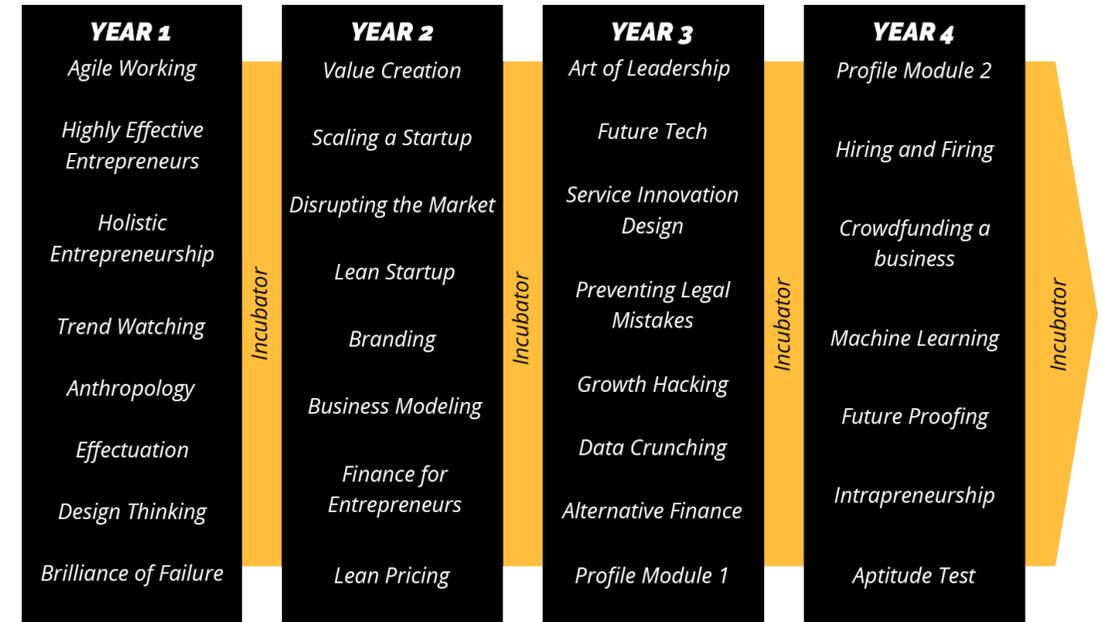
**Bodhi**  
student-entrepreneur

# CUTTING-EDGE CURRICULUM

WE TOOK THE STARTUP PROCESS AS A LEADING FRAMEWORK AND BASED THE ORDER IN WHICH WE OFFER OUR CONTENT ON IT. THE MODULES FOLLOW THE STAGES OF STARTING AND GROWING A BUSINESS. WE AIM TO MAXIMIZE THE RELEVANCE OF OUR CLASSES BY ENSURING THAT THE CONTENT WE OFFER AND THE TIMING ARE ALIGNED WITH YOUR GROWTH NEEDS.

## Taught by entrepreneurs

We are proud to say that our modules are taught by experts. Entrepreneurs from the field and professors who have entrepreneurial backgrounds themselves.



Our program puts your business development first. You don't have to wait four years to put your knowledge into practice, in our program you do it from day one. Each block consists of one module, which focuses on a specific topic. The entire curriculum follows this structure & is designed in such a way that all modules follow the process of building your business. From ideation to validation to scaling, the program covers it all.

Between the modules, we offer incubation time. The incubator is an essential part of our program because in here, you'll receive

personal coaching and mentorship to help you apply the lessons learned during the modules immediately into **your own startup**.

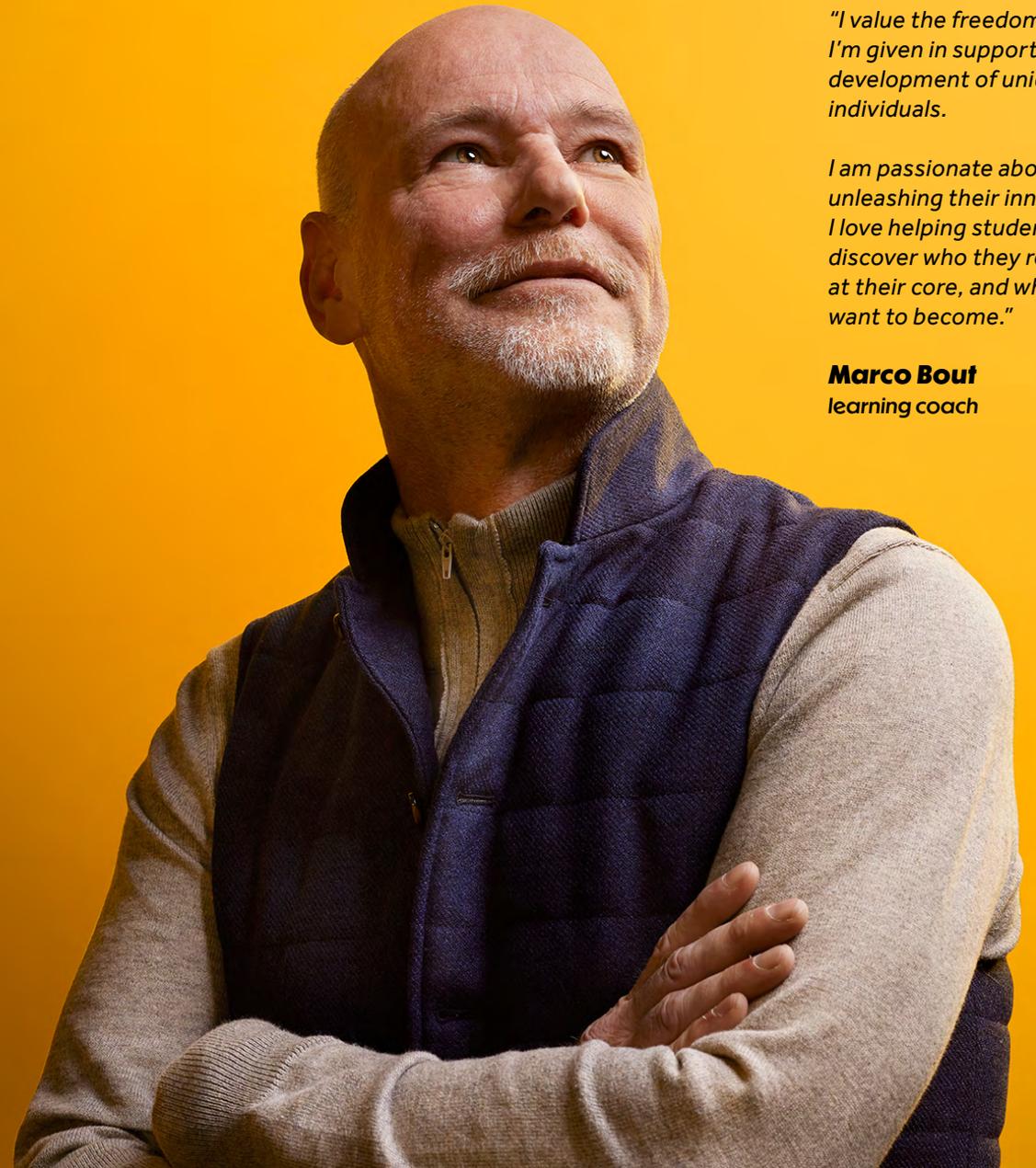
And as an added bonus: it fits within the framework of accreditation, which means your degree is fully accredited by the Dutch-Flemish Accreditation Organisation (NVAO). So even if you want to gain more experience by working at another company, your bachelor is just as valid as any Business Administration degree.

# LEARNING COACHES

WE ARE CONVINCED  
THAT THE BEST WAY TO  
ACCELERATE PERSONAL  
DEVELOPMENT IS  
TO BECOME AN  
ENTREPRENEUR. THERE  
IS NO HIDING. YOU  
NEED TO **BECOME**  
**COMFORTABLE WITH THE**  
**UNCOMFORTABLE.**

## **You are your business**

*Face your doubts. This is why our programs are not for everyone. You need to be willing to push your boundaries. Value creation and developing your business takes time. So why not start while you are getting your bachelor degree? It is by far the best way to prepare you for the rest of your life, regardless of what that will be.*



*"I value the freedom that I'm given in supporting the development of unique individuals.*

*I am passionate about unleashing their inner drive. I love helping students discover who they really are at their core, and who they want to become."*

**Marco Bouf**  
learning coach

# ECOSYSTEM

THE BIGGEST DIFFERENTIATOR TO ANY OTHER SCHOOL IS OUR DIVERSE ECOSYSTEM AND THE TEACHERS' WILLINGNESS TO INTRODUCE YOU TO THEIR CONNECTIONS. OUR BOARD, LEARNING COACHES, BUSINESS COACHES, FIELD EXPERTS AND ACADEMIC EXPERTS ALL HAVE A VAST NETWORK THAT OUR STUDENTS HAVE ACCESS TO.

## Partnership benefits

*Studying at our school means you will be part of an international network of entrepreneurs, investors and field experts.*

*For instance, Moyee, a Fairchain coffee brand which enables our students to build their own business on the blockchain platform that they developed. Moyee decided to walk the walk and create a fully sustainable business using blockchain technology. By setting up a foundation in addition to their business, they can offer our students access to their technology.*

# THE WORLD AS YOUR CLASSROOM

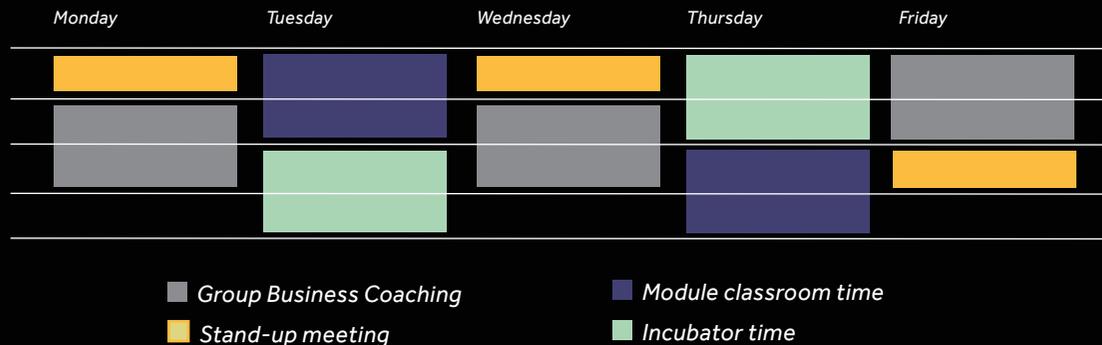
*We are expanding to all major startup ecosystems. We started in Amsterdam and will soon be present in Athens, Dubai and Valencia. Where shall we go next? Where would you like to live, study and build your startup?*



# STUDENT LIFE IN MODULES

**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.**

*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 in the office and workdesks that our students have access to.*



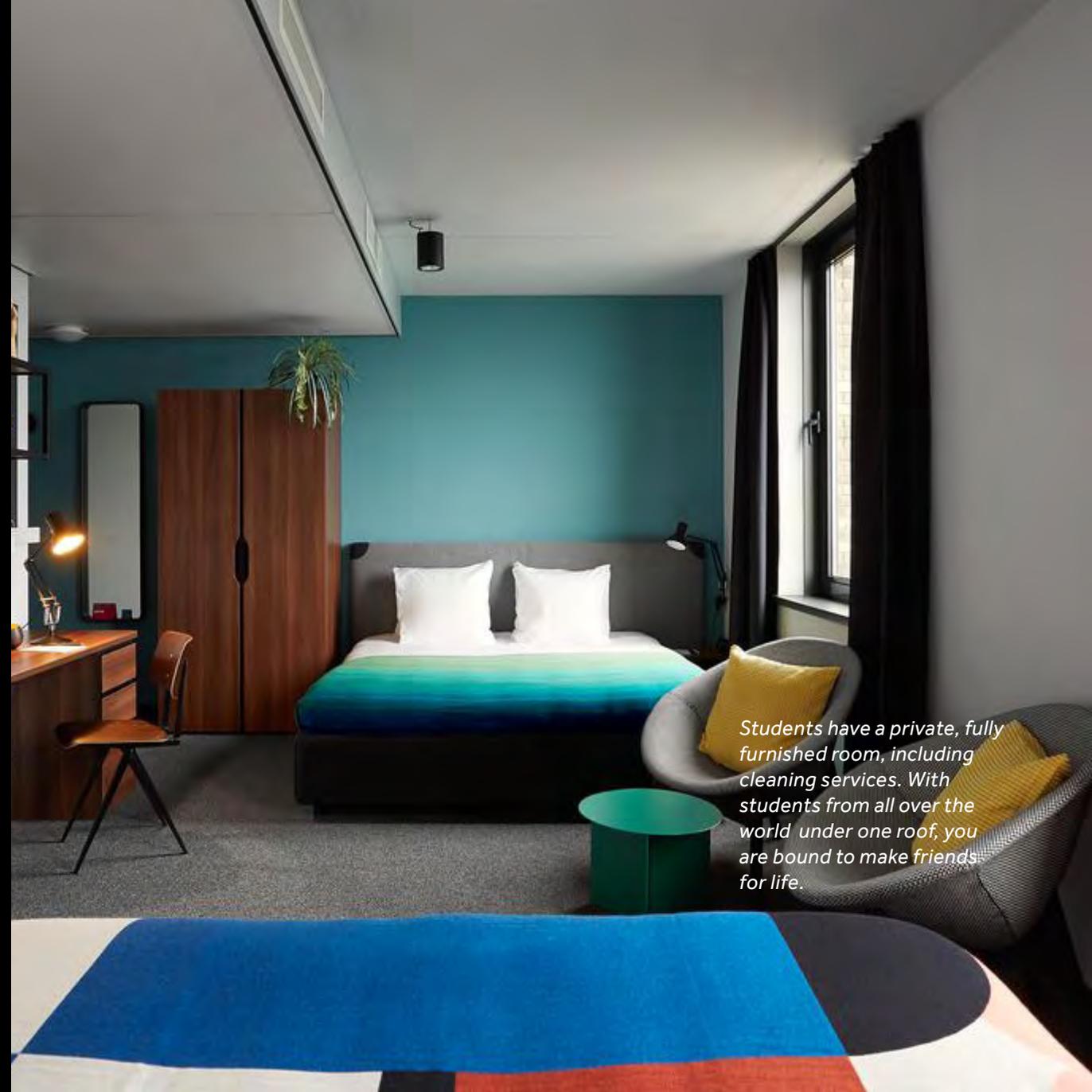
# WHY STUDENTS LOVE OUR PROGRAM

- 1** You get to start, develop, and grow your own business from day 1: classes and personal guidance from our learning coaches and business coaches.
- 2** We cover one topic per module, and that's all you have to focus on during those 5 weeks.
- 3** We are in the heart of one of the biggest startup scenes and give our students access to leading corporates across our network.
- 4** We have worked with over 25,000 startups and our Bachelor is what they said they most missed during their education experience.
- 5** Thanks to our partnership with The Student Hotel, we can offer a tailored distance learning approach, enabling you to travel and learn across Europe.

# HOUSING

OUR PARTNERSHIP WITH **THE STUDENT HOTEL** IS ACCELERATING OUR GROWTH ACCROSS EUROPE, ENABLING YOU TO EXPERIENCE DIFFERENT CITIES AND CULTURES DURING YOUR STUDIES. EVERY STUDENT HOTEL LOCATION HAS THE SAME HIGH STANDARDS OF LIVING, CO-WORKING AND LEARNING.

*The Student Hotel Amsterdam City 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.*



*Students have a private, fully furnished room, including cleaning services. With students from all over the world under one roof, you are bound to make friends for life.*

# APPLICATION PROCESS

**APPLY TO JOIN OUR PROGRAM BY SIMPLY FILLING IN OUR ONLINE APPLICATION FORM ATTACHING THE REQUIRED DOCUMENTS.**

*In order to make sure that there is a good fit between your ambitions and our unconventional education, we encourage all applicants to visit us and become familiar with Global School for Entrepreneurship. International future students can schedule a call with us instead.*

## **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 (or equivalent). Exemptions to this requirement include native speakers, and those who have completed the International Baccalaureate.*

## **Admission**

*Applicants who meet the entry requirements will be sent an admission notice. Applicants who have not yet graduated from high school will be sent a conditional admission notice.*

## **Visa Application**

*To support our students in their transition to a new country, Global School for Entrepreneurship 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.*

## **Tuition Fee**

*EU/NL € 14.200  
(Discounted single payment fee: € 13.500)*

*Non-EU € 14.200  
(No discount due to visa Application Costs)*

## **Application deadlines**

**September intake:**  
*Non-EU/EEA: 1st of June  
EU/EEA: 15th of August*

**February intake:**  
*Non-EU/EEA: 1st of December  
EU/EEA: 1st of February*

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

*You will receive news on your application within two weeks after applying.*

*Do you have specific questions regarding your situation? Schedule a call with our student advisor!*

Two men in suits are shown from the chest up against a bright yellow background. The man on the left has long hair and a beard, looking upwards and to the right. The man on the right has short hair and a beard, looking upwards and to the left. They are both wearing dark grey suits with light blue shirts and patterned ties.

## TRY OUR 90 DAYS PROGRAM

JOIN OUR 90 DAYS PROGRAM TO DISCOVER WHETHER YOU HAVE WHAT IT TAKES TO BECOME AN ENTREPRENEUR. **IN 90 DAYS, YOU WILL BE FACILITATED IN DISCOVERING WHETHER OR NOT YOUR BUSINESS IDEA CAN FIND TRACTION IN THE MARKET.**

## FAQ

### WHY CHOOSE GS4E?

*Our school focuses on applied science. The only true way to learn to become an entrepreneur is by being one. Experts from the field teach you the traits - which is a unique approach in the academic world.*

### WILL YOU INVEST IN MY STARTUP?

*We function as an incubator but we are not investors. However, through our Get in the Ring ecosystem we can connect you to startup scenes in over 100 countries, and high profile angel investors and Venture capitalists.*

### DO YOU HAVE SCHOLARSHIPS?

*No, we do not. However, our program is fully accredited by the NVAO. This means that Dutch students can fully fund their tuition fees through DUO (as can EU citizens, under certain requirements).*

### WILL I RECEIVE AN OFFICIAL DEGREE?

*Yes, you will receive an internationally accredited Bachelor of Science degree in Entrepreneurship and Innovation. This degree will also serve as a marketable backup in case you decide to first gain more work experience at other companies.*

# RRIISEE

**GLOBAL** UN-IVERSITY  
**SCHOOL.** OF APPLIED  
SCIENCES  
*for entrepreneurship*

**GS4E.COM**

A man with a beard and light blue shirt is smiling and looking upwards and to the right. The background is a solid yellow color.

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

**SCHEDULE A CALL**