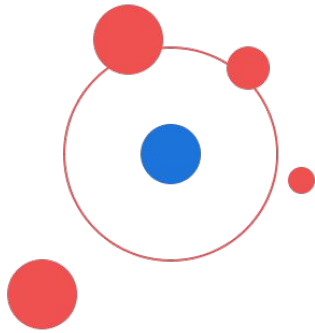


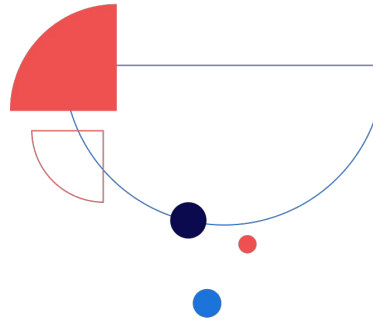
# AI Innovation Accelerator.

From challenge to insight, insight to action. One step at the time.



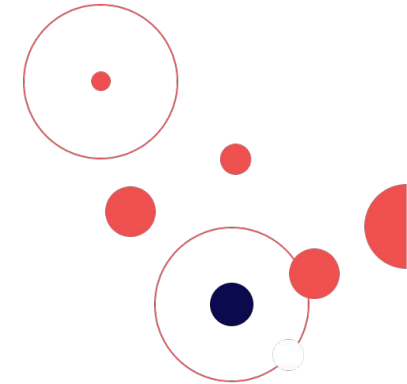
## Learn

Learning about effective implementation of AI using Design Thinking techniques



## Inspire

Discover the latest technical advances at an innovative location



## Do

Apply AI in your daily work.

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An **expert workshop** in two days

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*Price:*

10 participants for €7.450

11-15 participants for. €12.000

16-22 participants voor €16.500

*Location:*

Startup Village Amsterdam.

Optional: Practice session at your own office.



# For Innovators

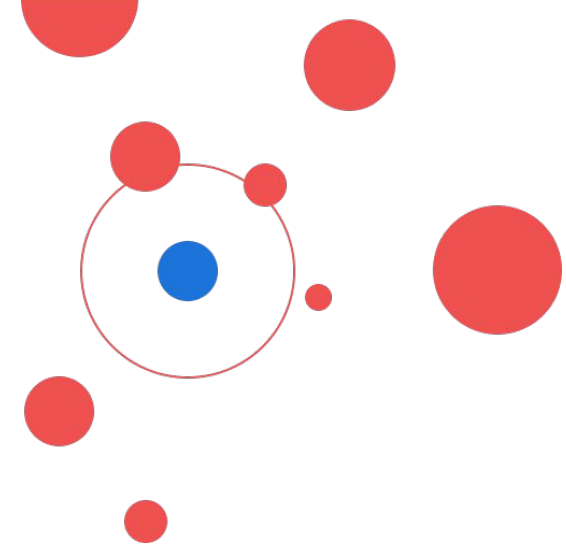
This workshop is specifically designed for professionals active in the innovation landscape. The ideal participant has basic knowledge of AI technologies and is looking for further insights and applicability.

It is particularly suitable for those who want to apply AI on a daily basis to accelerate their work and increase their impact. Prepare to be inspired, gain practical insights on how to use AI effectively and apply it directly within your work and your organization.

## In summary: the ideal participant

*Is active in the innovation realm*  
*Has basic knowledge of AI*  
*Wishes to accelerate innovation*

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# Benefits from the MakerLab & Startup Village innovation accelerator:

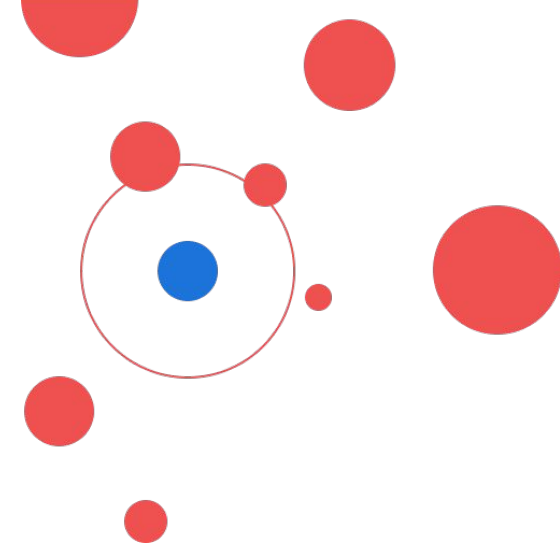
**Understanding of applying AI in the innovation process:** A thorough understanding of the application of AI tools to stimulate and accelerate innovation processes.

**Skills in developing personalized AI tooling:** Practical experience in developing an AI tool tailored to specific needs within your work area.

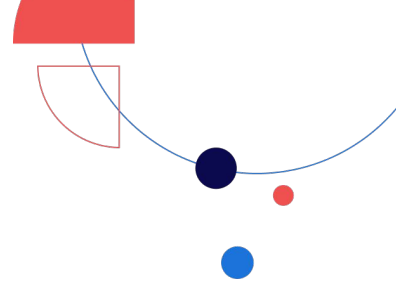
**Instant applicable insights:** Concrete knowledge and skills that are instantly applicable in your daily work, giving you an edge in AI-driven innovation.

**Collaboration and Teamwork:** Skills in working in teams on AI-related projects, with an emphasis on collaborative problem solving and innovation.

**Networks and Knowledge exchange:** An enriched network of professionals and AI experts, plus insights into how others are using AI in their work.



# What you will be doing



This workshop offers an in-depth combination of theoretical knowledge and practical applications. You will be inspired by successful startups using AI to conduct customer interviews, manage their inbox or build AI assistants. Together with experts, we explore a connecting domain such as health, mobility, energy, finance or sustainability.

This is your chance to deepen your knowledge and broaden your horizons. Together we will dive into the theory behind AI: what is it, what will the future look like, what are its applications and how can it add value for you. You'll learn about the different AI skills and we'll take you through building your own AI assistant

You will work in teams on inspiring case studies, both self-initiated and contributed, where AI is used to accelerate innovation and impact. Through directly applicable case studies, the insights gained connect seamlessly to daily practice and can be applied immediately.



# The program

On the first day, we focus entirely on inspiration and learning. We begin with an exploration of the Amsterdam Science Park, where we will have the opportunity to meet the startups paving the way in the world of AI.

We then dive into various AI applications, which we link directly to your specific work. Using our AI canvas, we'll wrap up the day by creating a detailed plan that will seamlessly integrate AI into your daily routine to make more of an impact. We will put this detailed plan into practice in the next session a week later.



## Day 1. (subject to change)

**9:00 – 10:00**

- AI theory: What is AI? And how will it evolve?
- AI applications: How AI can support you
- Roadmap AI-skills: Where do you stand?

**10:00 – 10:45**

- Tour at Startup Village & Amsterdam Science Park

**10.45 – 11.45**

- Plotting the Case in the AI canvas: Applying AI in your challenges

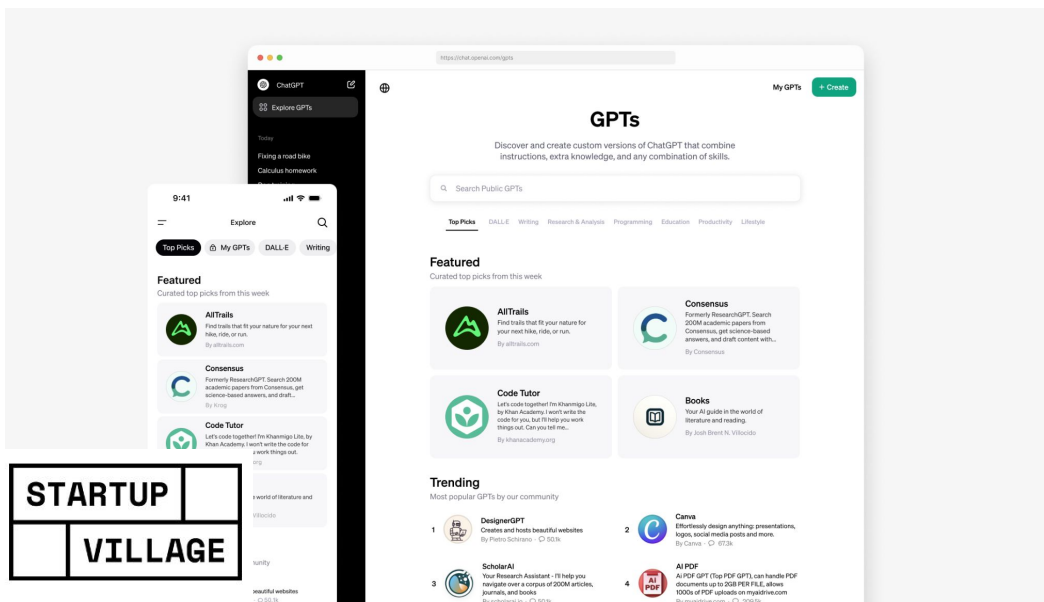
**11.45 – 12.00**

- Wrap up



# The program

In the second part of our workshop, participants take a more hands-on approach. On this day you will be challenged to elaborate on your own case study and build your own AI assistants focused on gaining insights, with the goal to accelerate the innovation process within your organization. On top of that, we will orchestrate a collaboration between the assistants to multiply their capabilities. Makerlab's experts will support you along the way. This interactive and hands-on approach offers the opportunity to turn theoretical knowledge into concrete results and, simultaneously encourages collaboration and innovation. Participants learn systems thinking and have the tools to create a powerful ecosystem for innovation.



## Day 2. (subject to change)

13:00 – 13:30

- Recap and introduction of the agenda

13:30 – 15:30

- Get to work on the case! Build your own AI solution

15.30 – 16:00

- Presentations & wrap up

16:00 – ...

- Drinks & bites

# Facilitators

**Tristan van Doorn**

Innovation Strategist



As a dynamic and knowledgeable entrepreneur, Tristan brings a wealth of experience in technology development. His pragmatic and analytical approach enables him to translate complex ideas into understandable language. During the workshop, he will use this expertise to demonstrate the power of applying AI in your daily work.

**Evelien Veldhuijzen**

Lead Innovation Design



On the other hand, as Lead Innovation Design, Evelien is known as a driving force behind numerous innovative projects. Her extensive knowledge and experience in design thinking and innovation process improvement make her an indispensable link in the team. Together, Tristan and Evelien form a perfect balance between AI expertise and Design Thinking. Their collaboration ensures that participants not only understand the technical aspects of AI, but also learn how to integrate it into their daily work.

# Experts

Onze experts bevinden zich aan de frontlinie van de digitale transformatie, en zijn een belangrijke factor in het stimuleren van innovatie en technologische vooruitgang binnen het innovatie-ecosysteem.

Wij maken gebruik van een pool met Experts die zich dagelijks bezighouden met AI & Innovatie, allen gelinkt aan de Universiteit van Amsterdam en/of Startup Village. De experts worden case specifiek uitgekozen en worden zo goed mogelijk gematched met jouw bedrijfs vraag.



STARTUP  
VILLAGE

## Goed om te weten

Om een nauwe aansluiting met jouw bedrijf te waarborgen hebben we onze experts opgedeeld in 5 domeinen.

- Gezondheid
- Mobiliteit
- Energie
- Financieel
- Duurzaamheid

Voor de aanvang van de workshop wordt jouw bedrijf ingedeeld in 1 van deze categorieën, mocht deze onjuist zijn kan deze altijd worden aangepast.



# Praktische info

The MakerLab and Startup Village Innovation Accelerators is an in-company training with a minimum of 10 participants.

The workshop is customized to the needs of your organization, we have several experts in the areas of mobility, sustainability, energy transition, finance and healthcare.

The workshop will take place at Startup Village in the Amsterdam Science Park. The practical session can be held at your own office by mutual agreement.

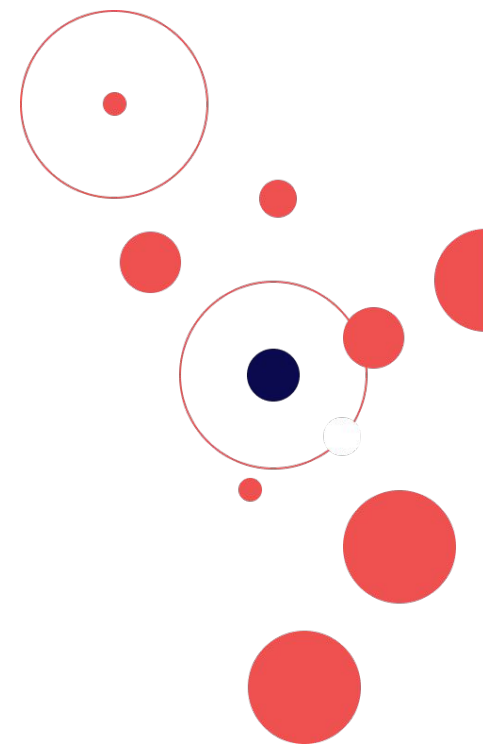
There will be a break during the sessions, during which coffee and tea will be served.

A variety of appetizers will be served during the Drinks & bites. Do you have an allergy? Let us know in advance so we can take the proper precautions.

**Requirement: The training will use ChatGPT 4, and it is expected that participants have access to it.**

## Questions?

Contact [tristan@makerlab.nl](mailto:tristan@makerlab.nl) or call +31 6 22 40 68 35



# Makerlab & Startup Village AI Innovatie versnellers

## Expert workshop voor het toepassen van AI om (jouw) innovatie en impact te versnellen.

In twee dagdelen duiken jij en je team in de wereld van AI. Jullie leren over de effectieve inzet van AI met behulp van Design Thinking technieken. Worden geïnspireerd door de locatie omgeven door de nieuwste technologische vooruitgang. In het tweede dagdeel komt alles samen in het toepassen van AI in jullie dagelijkse werkzaamheden.

### Praktische info

**Prijs:** 10 deelnemers: €7.450  
11-15 deelnemers: €12.000  
16-22 deelnemers: €16.500

**Deel 1:** Inspiratie sessie bij Startup Village  
**Deel 2:** Praktijksessie bij jullie op kantoor

