



BUILD track 2026-2027 Academics

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BUILD



Part 1

**Understanding
entrepreneurship
in the research
context**

4 sessions

Oct – Nov 2026

Part 2

**Can my research
become a spin-off?**

9 sessions

**Individual
coaching
moments**

Jan – March 2027

The exact dates are indicative at this stage and remain subject to possible changes.



Part 1

Understanding entrepreneurship in the research context

6 Oct - 12h-14h

Your research, your options

How entrepreneurship complements other pathways to research impact, where it fits in the university ecosystem, and whether it aligns with your own research journey.

20 Oct - 12h-14h

Researcher vs entrepreneur mindset

Comparison of researcher and entrepreneur mindsets, including research questions versus customer problems, approaches to uncertainty, and common misconceptions about innovation.

27 Oct - 12h-14h

IP and research decisions

Introduction to IP basics, publishing versus protection strategies, and how key PhD decisions shape risks, opportunities and future career paths.

17 Nov - 12h-14h

The Spin-off Pitch Deck Explained

Breakdown of the key building blocks of a spin-off pitch deck, demystifying core concepts, jargon and expectations, and providing a realistic view of the entrepreneurial journey.

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Part 2

Can my research become a spin-off?

26 Jan – 10h-12h30

From assumptions to evidence

From assumptions to evidence through stakeholder interviews

2 Feb – 10h-12h30

Finding your value (what is the real problem?)

Turn interview insights into a clear, evidence-based problem definition by identifying patterns, key pains, and relevant stakeholders.

9 Feb – 10h-12h30

Communication and storytelling

Develop clear and compelling storytelling skills to communicate your problem, idea, and relevance in a structured and simple way.

16 Feb – 10h-12h30

Testing solutions

Explore and test early solution ideas through quick experiments, user feedback, and a light introduction to existing market alternatives.

2 March – 10h-12h30

Structuring a coherent opportunity case/story

Synthesize evidence into a coherent opportunity story by connecting problem, market context, and value proposition into one clear direction.

9 March – 10h-12h30

From idea to business model

About the fundamentals of business models and financial thinking, including value creation, market context, and basic revenue and cost logic.

16 March – 10h-12h30

Building your pitch deck

Translate your work into a structured pitch deck and develop your first full narrative with feedback and iteration.

23 March – 10h-12h30

Building your team

Understand early team formation in spin-offs, including key roles, co-founder dynamics, and how founding teams typically emerge.

25 March – 10h-12h30

Final pitch

Deliver a final pitch in front of a jury and reflect on feedback and next steps for further development.

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