As part of the future career preparations of the Joint Master Entrepreneurship students, VU Amsterdam and Universiteit van Amsterdam decided to organise a Career Event. For this, the Center for Entrepreneurship worked together with the Career Office of the School of Business and Economics of VU Amsterdam to design and organise the event. We created an event consisting of two parts: a speaker session and a workshop.

During the speaker session, three alumni shared the entrepreneurial career paths they followed after and even while still at university. The first speaker was Mick Vermeulen who founded the start-up: What’s Hot. Together with his co-founder he started the business during the minor Entrepreneurship of the Amsterdam Business School of the University of Amsterdam as part of a course project and started working on it fulltime after the minor.

Our second speaker, Ken Lam, also built his first business during his studies. After completing the Joint Master Entrepreneurship he started working as a Growth expert and continued his entrepreneurial journey by starting and growing multiple businesses.

Finally, the founder and former CEO of Tuvalu Media, Taco Zimmerman, shared his story. He started his business after university and managed to become one of the big players in the Dutch media industry. His company recently created the very first Netflix series produced in the Netherlands.

After the three inspiring stories the students started with the workshop. For the workshop, students were asked to complete the CareerLeader beforehand, an online assessment of own interests, motivation and skills. The career coach guided the group in getting a better understanding and interpreting the test results. During the discussion session many new insights emerged while students compared their results. This was very valuable as the results alone did not provide a complete picture. But in combination with the interaction with peers it proved to be very helpful.

To celebrate the new insights the students acquired during the event, the afternoon was brought to conclusion with drinks.