



# Internationalization Cleantech



## Facts & Main Elements

### Facts

- curricular module with 14 hours workload
- 165 Bachelor students (50% Dutch / 50% International)
- 1 academic partner (7 staff)
- 1 business partner (3 staff)



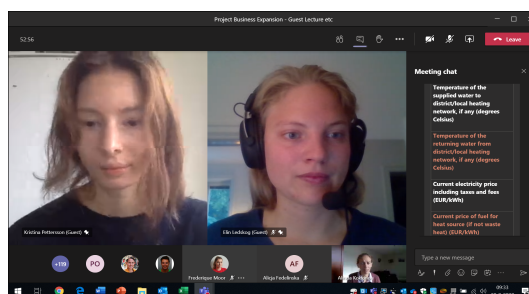
### Main elements

- internationalization cleantech mini-case Aginity in minor International Business of Avans UAS (3<sup>rd</sup> year program)
- individual work
- B2B focus (usually B2C-cases)
- delivery of one-pager with chosen go-to-market approach
- tutor feedback



## Main outcomes

- 165 identified go-to-market opportunities / potential partners to work with focusing on a wide range of different countries and sectors
- better understanding of the complexity of real international business expansion of a (clean)tech case



## What's new? / Assessment

### What's new?

- real small-scale company, huge differentiated international market
- individual assignment
- digital exchange of knowledge with company
- high level of technology for business students



### Assessment

- not formally at the activity level within the program
- students appreciated cleantech product/services internationalization from a B2B perspective (almost all cases used in the program are B2C)



## Lessons learned & Future plans

- more attention should be given to the feedback loop from students to company (time-plan, expected deliverables etc.)
- organizing a best-off presentation and feedback session with the company
- involving tutors more in the preparations helps increase the quality of their guidance and students' learning/end-product
- improve case introduction through recorded video followed by Q&A session

