



## Make your professional dream a reality with the ArtEZ Starters Voucher

How amazing would it be to start turning your dreams into reality as an artist, performer, or designer right after graduating from ArtEZ? This can be your reality thanks to the ArtEZ Business Centre's Starters Voucher. This €2,500 voucher is a small grant to help cover the initial investments required to launch your professional career.

Unlike other funds and subsidies that focus primarily on the artistic side of your career, the Starters Voucher is business-oriented and pragmatic. In addition to providing financial support, it serves as a development tool to help you professionalize as an entrepreneur.

### Personal coaching for your professional career

Since entrepreneurship isn't typically part of the curriculum in an art-based education, we offer individual coaching as part of the Starters Voucher, giving you the time and space to work on your plans and ideas. Your professional dream is the starting point. What drives you? What do you want to achieve, and who or what do you need to make it happen?

In three personalized coaching sessions, I'll guide you through the application process and help you create a solid 'Business Case' to present to the assessment committee. If you meet the criteria, your voucher will be approved right away. Once approved, I will continue supporting you for another six months as you implement your plans. The program ends with a written final report featuring a personal reflection and a look towards the future.

### Create your workshop

During your time at ArtEZ, you had access to all the technical facilities you needed. But how do you tackle this once you've graduated? What do you need to technically realize your work? Think of 3D printers, VR headsets, video equipment, knitting machines, or ceramic ovens. The Starters Voucher enables you to make these investments with co-financing of 20 percent.

### Ensure visibility

As an entrepreneur, it's crucial to be visible—no show, no go. The Starters Voucher can also be used for one-time investments in your business's visibility and communication. This could include a professional website, promotional materials, a photoshoot, a promotional video, participation in fairs, exhibitions, or even an online marketing course.

### Personal coaching with an ArtEZ Alumni Coach

Do you have discipline-specific questions related to the start of your business, like scaling up your production process or finding partners in the manufacturing industry? Take advantage of



the ArtEZ Alumni Coaches. Our extensive network of alumni with successful business experience can assist you. Or do you know someone within your field who can mentor you? The hours of these external coaches are covered by the voucher as long as they contribute to the startup of your business.

### Want to learn more about the possibilities?

Send an email to [abc@artez.nl](mailto:abc@artez.nl), and we'll arrange a personal conversation. I look forward to meeting you and learning more about your work.

Cily Smulders

Business Coach, ArtEZ Business Centre