

## our mission:

‘bridge the gap between academic knowledge and the demanding work environment’

## the team:



Gulce Onganer

Junior Architect based in Rotterdam

Content curator and media specialist

Master of Architecture at Eindhoven University of Technology, NL

B.A. Arch. Hons in Kent School of Architecture, UK

Freelance Junior Architect

Executive associate at Curatorial Research Collective

Master of Architecture at Eindhoven University of Technology, NL

Bachelor degree in Architecture at Politecnico di Milano, IT



Dario Sposini



## Who are we?

BEP Made Easy is a masterclass platform of the *Architectural Creative Community*, a non-profit start-up organisation based in Rotterdam. Our ambition is to be an all-inclusive provider of BEP masterclasses, addressing international and Dutch students. Our target group consists of young professionals in the fields of **architecture, urban design, landscape architecture and interior architecture**. Our initiative began in February 2018 and has been influenced by our personal process of going through the BEP program. This resulted in an idea to establish an English-speaking masterclass platform.

‘Increase your chances of employment and build the blocks to start out on your own’

## How?

This is provided by **carefully curated masterclasses**. The crucial aspects of the professional world are thoroughly addressed by **integrating theory with practice**. The masterclass speakers are chosen based on their **experience and expertise** in the field of architecture. This ensures them to be the best candidates to teach these topics. The events aim to be informative as well as interactive to create an **engaging environment**.



## the drive:

‘international diplomas from TU Eindhoven alone in architecture has increased by **40%** between 2010 and 2016.’

### Topics students would like to know more about\*:

Project acquisition and tender procedures - **26%**

Project definition phase - **48%**

Initial design - **45%**

Definitive design - **55%**

Technical design - **64%**

Budget and contract forming - **64%**

Construction handout phase - **48%**

Management & maintenance - **45%**

Project management - **68%**

Starting own business - **68%**

We have been conducting surveys and traveling to architecture faculties to speak with students. Our main case study is based on international students. Many overseas students do not have a working fluency of Dutch due to the limited time they lived in the Netherlands. Their main drive to be studying in the Netherlands is to register and practice here. There is also a group that would eventually like to open their own practice. At the moment the international students are discouraged to follow the BEP process because they are not being supported well. Our organisation would like to respond to this demand in the market by providing a selection of masterclasses that would be for the benefit of international students. Currently the most valuable courses are provided in Dutch, creating a great gap for international students. **We want to create a platform where the BEP is inclusive.**

**61%**

of the students have lived in the Netherlands 1-4 years.

**58%**

of the students have rated one a scale of 1 to 5 their Dutch at a level 1 or 2.

**84%**

of the students want to follow the professional traineeship

**97%**

of the students want to eventually work in the Netherlands.

**70%**

of the students would prefer to have professional traineeship courses in the English.\*\*

\*\* These topics are defined by the *Architecten Register* in order to ensure all students have the same set of learning outcomes fulfilled during their BEP period. Detailed information about the learning outcomes can be accessed via <http://mijn.beroepservaringperiode.nl/en/downloads>

\*\* These statistics were based on a survey conducted by *BEP made easy* between March-October 2018 with 30 participants. The final data will be updated once research is completed January 2019.

# our approach:

After the market research is completed, we will curate masterclasses that help students achieve particular learning outcomes as outlined by the *Architecten Register*. Some of these learning outcomes are:

- Strategy and communication skills to secure projects,
- The process of entering tenders,
- Negotiating contracts,
- Assessing the demands of the clients,
- Drawing up an execution plan in terms of products, time, financing and organisation.

By understanding the true wants and needs of the students our organisation will have a bottom up approach whereby we work with the students to shape masterclasses to address particular needs. So far we are in contact with architects and scholars from organisations such as KAAN, Mecanoo and TU Delft.

# organising principle:

The masterclasses will be charged according to the market conditions. Currently, the research shows such events range from 150 euros for half a day to 600 euros for a three day training program. We aim to keep our events at the range between 175-200 euros (full day event). Our main aim is to compete with the value of the content provided. The revenue earned will be re-invested back into the organisation to continue hosting masterclasses along with other events to help students accelerate their professional careers. These other events can range from soft-skill sessions to symposia and keynote lectures. These additional events will be held for free or on a donation basis.

As a start-up we are looking for a fundamental kick-off funding. The funding from the Fleur Groenedijk Foundation would help us to set-up our organisation and further our research in value proposition. We see similar vision and values between our proposed foundation and Fleur Groenendijk Foundation. Our ambition through this grant is to establish a connection between our organisations.

# budget proposal:

## Phase I

### Non-profit foundation set-up

KvK registration fees	€50
Notary fees	€400-800
Website	€150 per year
Visual identity	€500
Co-working space	€900 /6 months

### Extend research for value proposition

Traveling to universities to talk to students through study associations	€150
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<b>Total</b>	<b>€2550</b>
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## Phase II

### Masterclass event

Rental of space (8 hours) + facilities	€0-€800
Drinks and snacks	€100
Masterclass e-book for attendees	€0

### Speaker compensation

Masterclass preparation	€500-1000
Travel costs for the speaker (if traveling more than 50km)	€50

### Masterclass pricing

1 day masterclass (8 hours) max. 20 ppl.	€200 p/p
Smaller event	€10 p/p

### Marketing

Social media ads	€250
Study associations (e-bulletin, lunch-talks)	€100
Informative flyers & re-usable banner	€150