



# Beyond Frontiers

Study Tour

Silicon Valley

Company Brochure

A person wearing a full white cleanroom suit, including a hood and mask, is standing in a high-tech laboratory. The room is filled with white equipment, including racks of electronic components and various instruments. The ceiling has a grid of recessed lights. The floor is made of perforated metal grates. The person is looking down at something in their hands. The background shows more of the laboratory, with various pieces of equipment and a clean, organized environment.

# Introduction

The Study Tour “Beyond Frontiers” is a project initiated by students of the Electrical Engineering department at the University of Twente. In May 2016, twenty-four students will travel to the United States of America and Canada.

There, they will get acquainted with the newest developments in high tech (electrical) engineering.

# Foreword

The name and theme of E.T.S.V Scintilla’s 2016 study tour project is “Beyond Frontiers”, describing the innovative technologies that develop into the building blocks of the future. Similarly, it resonates with the concept of us young scientist and engineers visiting locations all around the world to learn about scientific progress and foreign cultures. Moreover, the desire to push frontiers was one of the driving forces for the discovery of the Americas and the expansion westward to the regions we plan to visit.

All over the world Electrical Engineers participate in research that will form the base of all our future technologies. During the past decades technology has shown a tremendously fast rate of development and it is impossible to picture our world without it. Through this biannual study tour, organized by us students only, we are in a position to move our own boundaries much further than we could possibly imagine.

ERIK DE WIT  
CHAIRMAN OF THE 2016 STUDY TOUR

# Destinations

In May 2016, a group of Electrical Engineering students from the University of Twente will travel to the United States of America and Canada for a 3 week visit. The places they attend during this trip will be determined during the coming months. About twenty companies and universities will be visited, accompanied by a lot of cultural activities. The exact planning is not yet available, but a preliminary plan is already made. The cities to be visited for certain are San Francisco and Toronto.

## San Francisco

Besides being the birth ground of the silicon industry, Silicon Valley in San Francisco is the main site of the current high tech industry. Many innovations in the electrical engineering industry have been and continue to be made here. Moreover, the city of San Francisco is home to a lot of universities and research institutions.

## Los Angeles

Los Angeles is the main manufacturing center of the western United States. Some sectors in the top of the city's economical sectors are technology, aerospace and telecommunications. Furthermore, Los Angeles features two large universities which are among the city's largest employers.

## Toronto

At the northwest side of Lake Ontario the city of Toronto is located. Not only is Toronto the most populous city of Canada, it also dominates both financially and in the size of its industry. Besides being the banking and stock exchange center of Canada, Toronto is the industrial center as well. Internationally highly regarded companies and universities are located in this area.

# Board of recommendation



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CEO of the Dutch company of Royal Philips Electronics



# Become a partner

A study tour is a very costly affair and to cover these costs we aim to have three sources of income. The first part of the required finances will be paid by the participating students and the second part will be subsidized by the University of Twente. The last part will be obtained by means of sponsorships and paid assignments: case studies.

We offer you the opportunity to enlarge the awareness for your company among the participants and the other Electrical Engineering students at the University of Twente and give them insight in some of the ins and outs of your company. In return we ask for a financial contribution for this study project.

Several ways to sponsor this study project are given on the following pages.



## What can we offer?

### Case Studies

Enthusiastic and ambitious students will work for your company in small projects. Examples would be solving a problem, studying and reporting new possibilities, or designing and simulating new products.

### Sponsoring deals

We have a range of possibilities to approach the students of this project through sponsoring. Note that you do not just reach these students, but other students, companies, and university staff as well.

### Excursions

We are eager to visit your company's branch in the United States or Canada. Of course, we are also interested in visiting the Dutch branch of your company as well. A visit to your foreign branch would give us great a considerable insight into the multinational company environment.



# Sponsoring

We believe Beyond Borders can provide your company with interesting possibilities for sponsoring. Apart from the participants, you will reach out to other Electrical Engineering students, companies in both the Netherlands and North America and university staff.

## What can we do for each other?

We are looking for sponsoring in material and financial form. The material sponsorship can range from e-readers to clothes or even accommodation during the trip. The advantages for your company can be:

- **You will reach out to the students: possible employees for your company**
- **Your company's brand will be advertised**
- **You create goodwill: you prove that your company invests in education and innovation**
- **You provide possibilities for connections with academic staff of the University of Twente**

Some possible forms of sponsoring are:

- **Advertisements in flyers, reports, clothes or our website**
- **Presentation of your company to students**
- **Share your company profile through (e-)mail or posters**
- **Provide workshops related to your company activities**

# Excursions

The theme for this study project is "Beyond Frontiers"; and therefore we would like to visit technologically prevalent companies and institutes which push the limits of current technology, to research this topic globally. These can be in both North America and the Netherlands.

## A visit to your company

To complete our study tour through North America, we would like to visit your company branch in the United States or Canada. These visits will benefit both parties as it will be a valuable and educational experience for the students, and you will develop the interests of our participants for your company. At these excursions you can show us new innovations or interesting projects, or your working principles and company visions. These excursions can be local in the Netherlands, but preferably in North America. This encourages the participants to explore foreign working environments.



# Case Studies

In this section we will describe the possibilities concerning a case study program as well as the advantages of a case study for your company. Furthermore, a price indication for this service is given.

## What is a case study?

Participants of the Beyond Frontiers study project are all Electrical Engineering students that are in the later part of their curriculum. All participants are at least third year students and 56% is in a master stage. These students are willing to use their knowledge and insight to finance the study trip to North America. A case study for your company will be performed by a small group of these students. You can assign a project, such as research or development, improvement of existing products, to these students in time blocks of 180 hours.

Beyond Frontiers has students of Electrical Engineering ready to work for your company, without the need to contract them individually. All participants are at least third year students, and are capable of at least:

- Programming (C++, Java, Matlab, etc.)
- Multi-domain simulating
- Electrical and mechanical circuit design and implementation
- Academic problem analyzing and solving
- Executing literature studies

All students have their own area of expertise, as a result of the choices they make in their bachelor and master courses. Besides this, students have a broad range of interests outside their curriculum that can aid in the research at your company. Combining their incredible resourcefulness, they form a perfect team for solving all kinds of problems. We can find the correct students for almost any situation.

## Bachelor's thesis

Besides case studies, there are a number of students that could use this chance to do their "bachelor's thesis" for your company. As an individual, the student can invest 400 hours in researching and developing at your company.

The quality of these assignments are assessed by the academic staff and will be a valuable addition to your company's project, as well as the experience of the student.

## Advantages

The case studies help Beyond Frontiers keep costs low for the participants. For these students, the study tour is a unique way to experience working at a company, as well as a good way to come in contact with potential future employers. The benefits for your company are at least as extensive:

- Cost-efficient way for solving problems and designing, simulating and implementing your ideas.
- A fresh look on problems by students often leads to surprising out of the box solutions.
- You reach students who will actively participate in studies related to your company

# Costs

On this page, the costs for sponsoring, case studies and bachelor's theses are given. Of course, we are always open to other deals, customized sponsoring or other partnerships. Feel free to contact us for possibilities.

## Advert in preliminary or final report:

- Half page - Black and white €150
- One page - Black and white €250
- Two pages - Black and white €400
- Half page - color €300
- One page - color €500
- Two pages - color €800
- Advertorial - per page €300

## Advert on the website:

- Logo/advertisement 250x75 pixels €250
- Logo/advertisement 600x75 pixels €400
- Logo/advertisement 900x75 pixels €600

## Case studies:

- Case study €4,000
- Bachelor's thesis €5,500





# Contact

We hope we have informed you well enough with the help of this brochure. We hope your company is interested and that we can welcome your company as a partner for this unique project. You can contact us at any time for questions or partnership ideas.

For questions concerning case studies and sponsoring please contact:

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