****

Dear prospective PREMIUM client,   
     
Thank you for choosing to propose your project to PREMIUM. PREMIUM proudly celebrates its sixth year anniversary in the 2017-2018 academic year. We could not have organized these successful years of offering students the opportunity to join their company or organization through challenging projects. We sincerely hope to work together in this upcoming year of PREMIUM and look forward to reading your proposal.     
  
Please note that the deadline for project proposals is Sunday October 1st 2017. We will inform you before Monday October 30th 2017 whether we will be offering your project to students. If so, student recruitment will take place between October 30th and November 20th 2017.   
  
Depending on the total number of selected students and their personal project preferences, we will inform you before December 21st 2017 whether we were able to match your project with a student team and mentor and thus whether your project will indeed be executed within PREMIUM.      
  
If you have any questions, please do not hesitate to contact your PREMIUM contact person or email the PREMIUM Central Management Team at premium@maastrichtuniversity.nl.  

Warm regards, The PREMIUM Central Management Team

**Please provide us with information about your company or organisation and yourself below.**

|  |  |
| --- | --- |
| Name of company/organization |  |
| Client name(s) |  |
| Client email address(es) |  |
| Client phone number(s) |  |
| Company/organisation street address |  |
| Link to company website |  |
| PREMIUM contact person/project mentor |  |

**We would like to use your company or organization’s logo for student recruitment purposes.**   
Below, please provide the link to a high resolution digital image of your logo. If you cannot provide the logo through a link, please email us your logo at premium@maastrichtuniversity.nl.     
  
 Link: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The spirit of a true PREMIUM project**   
A true PREMIUM project must be adequately challenging, push students outside of their comfort zone, call for an innovative solution, and allow, or better yet facilitate, a combination of disciplinary perspectives. The assignment should be large enough to require an investment of approximately 150 hours per student, and flexible enough to expand or simplify if necessary.

**Costs**   
PREMIUM creates a team and learning environment for students with professional group workshops and an individual coaching trajectory. In order to cover expenses made in PREMIUM to create this optimized learning environment and guarantee students will get the most out of PREMIUM as well as in order to any cover project-related expenses,   
we require all clients to reimburse students for uncovered travelling costs they are required to do during the project. At the starting point of the project, students will draft up a budget proposal which you are request to approve.

* Agree and continue with my project proposal

**Please answer the following questions regarding your proposed PREMIUM project.**

|  |
| --- |
| **Please provide a short description of your company/organization (±100 words):** |

|  |
| --- |
| **What organisational issue or problem would you like the PREMIUM project to address? (±100 words)** |

|  |
| --- |
| **Why are the possible processes or outcomes of the project important for your organization, the region, or society? (±100 words)** |

|  |
| --- |
| **How does your organization plan on using the possible processes or outcomes of the project?** |

**Please answer the following questions to inform us of your student team preferences.**

|  |  |
| --- | --- |
| How many students should the team assigned to your project ideally contain? | * 4 (minimum) * 5 * 6 (maximum) |
| Please indicate the most essential major disciplines that you believe would provide the most valuable insight to your project (you may select multiple): | * Medicine * Health and life sciences * Biomedical sciences * Psychology * Economics * Business * Law * Cultural sciences * Social sciences * Knowledge engineering * Governance * Sustainability |
| Which languages should at least be spoken by one or more students in your project team? | * English * Dutch * French * German * Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Do you have other wishes or requirements? |  |

**Project characteristics**   
PREMIUM projects can generally be characterized based on two features. In order to create transparency for both clients and students and to be able to match a team, mentor and client in the most appropriate way we wish to make a clear distinction between differences in   
1) the type of project and   
2) the level and form of client involvement.   
Please note that there is no right or wrong, we simply wish to find the best suitable match of client, mentor, and student team.

**The type of project**A project can be either more **research oriented** or more **design oriented**.   
With a research focus your project will contain ample opportunities for research within and across disciplines, resulting in output that will bring new insights. The objective should be to “*discover something new*”.   
With a design focus, your project will require students to bring creativity and a fresh perspective to the table in order to deliver new, innovative, and unexpected output. The objective should be to “*create something new*”.

|  |  |
| --- | --- |
| Is your project more research or more design oriented? | * Research oriented, because: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Design oriented, because: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**The role of the client**A client adopts the role of a more **formal client** or a **co-creator**.   
A formal client provides an assignment and perceives the team of students as consultants doing a job for them. The formal client provides guidance and supports the team with feedback, but is *not actively involved in project execution*.   
A co-creator might join the team for brainstorm sessions, meetings, and preparatory sessions. The co-creator is *more actively involved in/during the project execution*.

|  |  |
| --- | --- |
| Do you prefer a role as a formal client or as a co-creator? | * Formal client, because: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * Co-creator, because: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Availability**Please indicate below whether you estimate you will be present at the following events *(please note that your presence during the Mix&Match is highly appreciated, since that is the moment you have a say in which students will be on your team):*

|  |  |
| --- | --- |
| 1. Information meeting for clients, mentors and coaches (prior to festive opening),   date: Tuesday 09.01.2018, 17:00-18:00 hrs   1. Mix&Match: Festive opening of PREMIUM where you can have a say in your student team, date: Tuesday 09.01.2018, 18:00-21:00 2. Midterm presentations, date: TBA, end of March/Beginning of April 2018 3. Closing seminar, date: Thursday 31.05.2018 | YES/NO  YES/NO  YES/NO  YES/NO |

|  |
| --- |
| Please write a short (max. 200 words), promotional text for our website to inform students about your project. Please include a short description of your organization, the problem you wish the project addresses, and the opportunities you are able to offer the students. |

Is there any further information about your proposed project you wish to inform us about? Or do you have any further questions?

* No
* Yes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Thank you for proposing a PREMIUM project. Your contribution is highly appreciated.   
We will contact you soon regarding the further process.*