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Dear prospective PREMIUM client,

Thank you for choosing to propose your project to PREMIUM. 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 **September 30th**.
We will inform you before October 27 whether we will be offering your project to students.
If so, student recruitment for your project will take place between October 27 and November 17.

Depending on the total number of selected PREMIUM students and their project preferences, we will inform you before December 15, whether we have enough students potentially interested in your project and thus whether your project will indeed be able to run 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,

Fabienne Crombach & Anna Ivanova
PREMIUM Central Management EDLAB
Tel: 0031 (0)43 388 4173
premium@maastrichtuniversity.nl

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

|  |  |
| --- | --- |
| Name of company/organization  |  |
| Client name(s) |  |
| Client email address(es) |  |
| Link to company website  |  |
| PREMIUM contact person |  |

**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.
**Students should be able to have enough own input in the project and its deliverable.**

 **Costs & Safe Learning Environment**
PREMIUM creates a safe learning environment for students by means of professional workshops and an individual coaching trajectory. This safe learning environment means that we wish to provide students with a chance to grow into their full potential by means of all aspects of the PREMIUM programme (the project, the workshops and the coaching). This growth of the individual student is the main aim of the PREMIUM programme. We therefore rely on our clients to also view this trajectory as a means to contribute to the development of future high-performing potentials and allow this **safe learning environment** to take place under their supervision/guidance of the project.

[ ] Agree and continue with my project proposal

Submitting a project to PREMIUM is free, we do not charge our clients any costs.
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, PREMIUM provides each team with a small project budget to cover project-related expenses. However, we do require all clients to **reimburse students for 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

If you agree to covering the students’ travelling costs, please inform us if you will use your own organization’s method for reimbursement (you compensate the students directly), or if you would like PREMIUM to compensate the students, and send you an invoice at the end of the programme for these costs.

[ ] I will reimburse the students directly.

[ ] Please send me an invoice for the travelling costs, with the following invoice details
(address, email, order number etc.) …………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………….

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

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| **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 to use the possible processes or outcomes of the project?** |

**Please answer the following questions to inform us of your student team preferences (4-6 students per team).**

|  |  |
| --- | --- |
| 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/Artificial [ ] intelligence[ ] Governance [ ] Sustainability  |
| Which languages should at least be spoken by one or more students in your project team *(please understand that our master student population is very international, and we cannot guarantee beforehand to be able to place students with a certain language skill 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*.**

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

A well-run project ideally works with one client or representative for our students and their project mentor. This person should have enough authority within the organisation to make decisions related to the project.

|  |  |
| --- | --- |
| Can you please indicate the name of your organization’s representative, to be the main contact person for our students? | Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**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 required and necessary****):*

|  |  |
| --- | --- |
| 1. **Kick-Off “Mix&Match”:** Festive opening of PREMIUM where you can meet all the students that have a potential interest in your project, and have a say in your student team. date: Wednesday 07.01.2026, 18:00-22:00 hrs.
2. **Midterm presentations:** Evening of students presenting their project progress to the entire community, date: Wednesday 18.03.2026 or Thursday 19.03.2026, after 18.00 hrs.
3. **Closing Event:** Afternoon and evening, during which student present their final project outcome and receive their official certificates.date: Thursday 28.05.2026 (time TBD)
 | YES/NOYES/NOYES/NO |

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| --- |
| 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. We encourage you to write a clear text, that also triggers students’ interest in your project.  |

**Promotional text to use when advertising your project to potential students**

Is there any further information about your proposed project you wish to inform us about? Alternatively, 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.*