Continuous educational improvement within a chair group requires continuous cycles of design, implementation, and evaluation. One successful approach within several chair groups (FCH, MOB, HNE, BPE, INF) within WUR has been to initiate PhD projects focused on educational design within the chair group. In the presentation I will review this approach in general, reflecting on the 9 PhD projects on educational design so far, and elaborate on my own PhD work at FCH and the successive start-up of my e-learning company LabBuddy (https://www.labbuddy.net). Motivation The opportunities offered by Wageningen University greatly contributed to the fact that I can do what I enjoy most: helping teachers and students to optimally enjoy and benefit from their (laboratory) education. I would like to inspire my former colleagues at Wageningen University to continue offering new evidence informed learning experiences. My aim is also to inspire current PhD candidates and postdocs to also start their own business based on their research interests!