

Entrepreneurship in the university

CO@Work

Konrad-Zuse-Zentrum für Informationstechnik

Berlin

October, 5, 2009



facts and figures about the TUB

- **number of** students summer (2009): 27.049
- graduates (2007): 2.089
- founded (2008): 18
- Companies counced (2008): 64 teams in counselling
- students participating in qualification programmes (2008/09): about 1000
- Faculties: 7

Entrepreneurship service

goals:

- self-employment as career option
- encouragement of entrepreneurship
- support of start-ups in every phase

Entrepreneurship service

target groups:

- students
- research assistants
- postgraduates
- professors

Entrepreneurship service – offer

Orientation

Counselling

Qualification

Incubator

Entrepreneurship service

- lecture „Entrepreneurship – from idea to market“ / alumni
- analysis of potential / chances
- Website: www.gruendung.tu-berlin.de
- alumni founder presentations
- Newsletter



orientation

Crucial points for successful founding

- **product development**
- **tax rules**
- **team**
- **financing**
- **market, who are the clients**
- **elevator pitch**
- **networks**



Entrepreneurship service



- support in getting started
- finding financial sources
- applying for subsidies
 - subsidies from the Federal Ministry of Economies and Technology
 - EXIST - Gründerstipendium and EXIST-Forschungstransfer
- networks: Alumni, Business Angel, Venture Capital, TCC
- business competitions
- 1. Alumni.Angel.Aband Event: pitch and networking event
- search for partners „Teambörse“
www.gruendung.tu-berlin.de/285

counselling

Subsidies: EXIST-Gründerstipendium (BMWi)

what?

- innovative and technology-based products
- innovative services with high customer value

who?

- academics (graduates, until 5 years after finishing studies, work)
- teams of max. 3 persons

how?

- fellowship for 12 months
- max. of three team members,
 - 2.000 € p./m. and person (living)
 - 17.000 € (material expenses)
 - 5.000 € coaching
- writing a business plan + prototyping
- proposal handed in by Gründungsservice/ TUB

Subsidies: EXIST-Forschungstransfer (BMWi)

what?

2 phases of support:

- phase I: demanding innovation in technology with long development periods → feasibility study
- phase II: implementation of product idea and founding / market entry

who?

- fellowship for academics (scientific staff)
- phase I: scientific staff (max. 3 scientists), second year one person with business administration background
- phase II: technology-based start-up

how?

- phase I: 18 months, 2.000 – 2.500 Euro personnel costs; 50.000 Euro material expenses, + 50.000 Euro for special acquisitions
- phase II: 18 months, 150.000 Euro for the company / max. 75% costs
- proposal handed in by Gründungsservice/ TUB



Workshop „Produktpropeller“

- market-orientation of research findings
- workshop for the development of product ideas for scientific staff
- execution of five Workshops with 50% success rate

pro-pel-ling
[pʁɛpɛlɪŋ] =
antreibend,
vorwärtstreibend

Workshop
»Produktpropeller«
Die andere Sicht auf Ihre wissenschaftlichen Ergebnisse

GRÜNDUNGSSERVICE
gruendung.tu-berlin.de



- soft skills trainings and workshops (free of charge)
- writing business plans in teams*
- Management of Technology and Innovation lecture*
- Series of lectures “Entrepreneurship - von der Idee zum Markt”
- Entrepreneurship Academy
- spin-off of interdisciplinary teams

*In cooperation with Institute for Technology and Management, TU Berlin



qualification



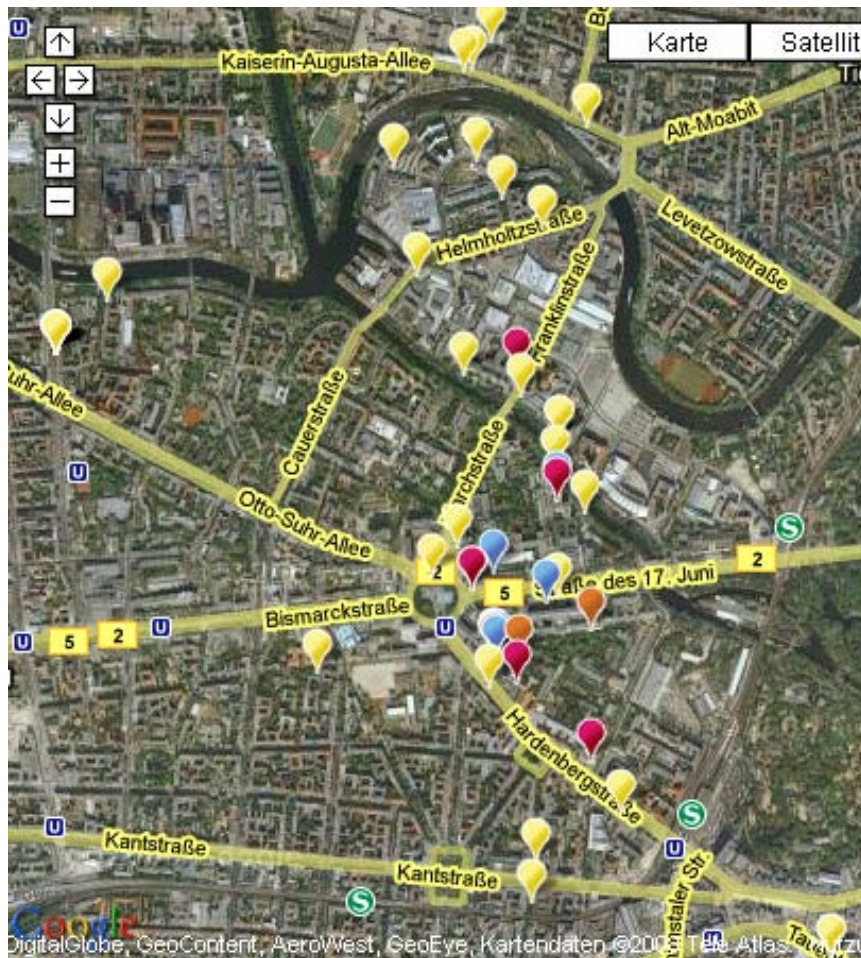
business incubation



Gründungswerkstatt

- situated in the middle of the university campus
- 6 offices / 13 workstations with complete infrastructure
- 12 months use free of charge
- mentoring and counselling
- networking and contact to other teams
- founding ambassador
- scientific mentor and business mentor

Thank you for your attention!



Gründungslandkarte
www.gruendung.tu-berlin.de/319

