Entrepreneurship in the university

CO@Work
Konrad-Zuse-Zentrum für Informationstechnik
Berlin
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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

www.gruendung.tu-berlin.de
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.Abend Event: pitch and networking event
- search for partners „Teambörse“

www.gruendung.tu-berlin.de/285
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
• 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
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