Start-Up Knowledge: High Tech Entrepreneurship

Combining venture capital with scientific findings gained during doctoral studies – an approach that has long been implemented at universities like Georgia Tech, MIT and Stanford - can lead to fast-growing companies and offer young academics exciting prospects for the future.

This workshop will provide strategic start-up knowledge and deal with operational steps for a successful start-up. At the same time, it will discuss business management instruments and options for capital mobilisation.

Objectives
Transfer of knowledge and skills for the implementation of a start-up.

Methodology
Impulses, discussions, group work

Day 1
- From researcher to entrepreneur: Entrepreneurship as an attitude to life
- Innovation management and knowledge exploitation
- Start-up process/ spinoff companies
- Business model
- Business plan

Day 2
- Entrepreneurship marketing
- Venture capital
- Entrepreneurship support
- Foundation support at the TU Braunschweig
- Entrepreneurship Case Study

This course will be held in English and online.

WHEN
06.09.2021  09:00 - 16:00
07.09.2021  09:00 - 15:00

BOOK HERE