

GRADUATE DAY WORKSHOP ON ENTREPRENEURSHIP
PIER Helmholtz Graduate School
17 March 2016 9:00-16:30

**Start up II: Setting up your own company – How to start a
successful business**

Scope

Is developing a business something for you? The idea of this workshop is to explore in a hands-on manner what it means to build a business and the tools needed.

Workshop format:

The workshop will follow the form of lectures and exercises in pairs with discussion feedback. It aims to be very practical and interactive in nature, giving participants skills and understanding that they themselves can apply to develop their own business ideas. The workshop is based on current entrepreneurship approaches, including the business canvas model. It is designed so that researchers are encouraged to work on the implementation of their business ideas (including social entrepreneurship).

The workshop is especially designed to encourage researchers to develop entrepreneurial ideas (including social entrepreneurship). Participants may bring an own idea. A case study will be provided otherwise. The lectures will be given in English. Groups may discuss in German if preferred.

No previous knowledge on business skills or innovation management is required.

Trainer:

The workshop will be given by **Margarete Remmert-Rieper**.

Dr Margarete Remmert-Rieper joined TuTech in 2006 as a Senior Consultant for EU funded projects. She is also responsible for the business development of research and innovation related training programmes and has extensive experience in coordinating projects relating to innovation. She has coordinated a number of regionally funded projects aimed at strengthening SMEs in their innovation management competencies and improving collaboration between researchers and small enterprises; she is a coordinator and trainer for REMAT, a complementary skills research management training programme for early stage researchers. She is also currently working as an advisor to the City of Hamburg on a FP7 Smart City project relating to renewable energy and managing a Lifelong Learning Erasmus Knowledge Alliance in the area entrepreneurship training (HEKATE).

Margarete has a PhD in chemistry and an additional graduate qualification in economics for scientists. She has lectured in environmental protection and run her own consultancy giving SMEs advice on environmental matters and innovation. She has been a FP7 evaluator for the thematic area environment. Margarete has over twenty years' experience as a trainer.

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Start up II: Setting up your own company – How to run a successful business

One day version

09:00-09:15	Registration
09:15-9:30	Tour de Table
09:30-10:15	Introduction: <ul style="list-style-type: none"> • Who are entrepreneurs? • Building a business proposition • Getting started with your start-up
10:15-10:35	Exercise – Defining the first customer? <ul style="list-style-type: none"> • Customer needs • Customer segmentation • Customer perceptions
10:35-10:50	Exploring market opportunities and value proposition
10:50-11:05	<i>Break</i>
11:05-11:35	Exploring market opportunities and value proposition
11:35-12:15	Exercise - Solving customer needs? <ul style="list-style-type: none"> • Describe your solution • Describe value generation for the customer
12:15-13:15	<i>Lunch</i>
13:15-14:00	Business models – how to generate revenues
14:00-14:40	Exercise – developing your business model <ul style="list-style-type: none"> • Who will benefit from your product? • Who will pay for your product? • Developing the business case
14:40-15:20	Get started! – Roadmap to implementation <ul style="list-style-type: none"> • Stakeholders and trends • Finding investors • Environment and regulations • Refinement needs, market research <p>Where to get support</p>
15:20-15:40	<i>Break</i>
15:40-16:10	Exercise – what are your next steps?
16:10-16:30	Summary, conclusions, feedback Q&A
16:30	<i>Close</i>