

Entrepreneurship Academy

**GROWING
YOUNG
PROFESSIONALS**

The Importance
of
Entrepreneurship
Education

Term 2015/2016

Business Excellence in Tübingen

www.entrepreneurship-tuebingen.de

EBERHARD KARLS
UNIVERSITÄT
TÜBINGEN



NEUROGUT
European Training in
Neural Regulation of Intestinal Function



UNIVERSITÄTS
KLINIKUM
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MODULE 1

FROM RESEARCH TO THE IDEA: HOW CAN I GENERATE BUSINESS IDEAS?

Tuebingen 13-16 April 2015
Castle "Hohentübingen – Fürstenzimmer"

Attention: **Mandatory preparatory work before the start of the academy:**
Richard N. Bolles, What color is your parachute? 2015 edition, Ten Speed Press, Berkeley, USA

Monday, April 13th, 2015

09:00-10:30	Welcome and introduction [All]
10:30-11:00	Coffee Break (organized)
11:00-12:00	After research? Different ways to epiphany [Wheeler-Schilling]
12:00-14:00	Lunch Break (self-organized)
14:00-16:30	Strengths, Talents and Worths I [Amhoff]
16:30-17:00	Coffee Break (organized)
17:00-18:00	Strengths, Talents and Worths II [Amhoff]

Tuesday, April 14th, 2015

09:00-10:30	Introduction into the Research Canvas [bwcon]
10:30-11:00	Coffee Break (organized)
11:00-12:00	Peer reviewed work on the Research Canvas [bwcon]
12:00-14:00	Lunch Break (self-organized)
14:00-16:30	Science Pitch I [bwcon]
16:30-17:00	Coffee Break (organized)
17:00-18:00	Science Pitch II [bwcon]

Wednesday, April 15th, 2015

09:00-10:30	Introduction into Design Thinking [bwcon]
10:30-11:00	Coffee Break (organized)
11:00-12:00	Point of View and Context Map [bwcon]
12:00-14:00	Lunch Break (self-organized)
14:00-16:30	Idea races [bwcon]
16:30-17:00	Coffee Break (organized)
17:00-18:00	Create Personas [bwcon]

Thursday, April 16th, 2015

09:00-10:30	Bio Design I [Wahl] Favourite innovations; Why Innovation; Principles of innovation process
10:30-11:00	Coffee Break (organized)
11:00-12:00	Bio Design II [Wahl] Focus on observation, problem identification and clinical need; the long way to an innovation, obstacles; creativity techniques
12:00-14:00	Lunch Break (self-organized)
14:00-16:30	Introduction into Prototyping [bwcon]
16:30-17:00	Coffee Break (organized)
17:00-18:00	Learn to build the RIGHT IT before you build it right [bwcon]

Entrepreneurship Academy

"Engaging in innovation and entrepreneurship is the key for universities to stay relevant and to contribute to Europe's economy and to the quality of life of all Europeans."



Module 1	Module 2	Module 3
From Research to the Idea: How can I generate business ideas?	From the business idea to the business model: How can I generate a business model?	From the business model to the market: How can I start up?
<ul style="list-style-type: none"> • Overview and Introduction • Motivation • Idea Generation 	<ul style="list-style-type: none"> • Structuring the idea • Test the hypothesis • Business Model Generation 	<ul style="list-style-type: none"> • The Business Model in Action • Economic Basics
Develop your own idea, write it down and prepare a pitch!	Transform your idea to a business model, fill it in the canvas and talk with a potential customer!	Realize your idea ;-)

Entrepreneurship is a key driver of our economy. Wealth and a high majority of jobs are created by small businesses started by entrepreneurially minded individuals, many of whom go on to create big businesses.

People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedoms, higher self esteem, and an overall greater sense of control over their own lives.

Entrepreneurship is not only about having students who start their own businesses, it's about students who set their own goals in life, and figure out means to achieve them.

It's about initiative and proactive attitude to solving problems that matter to people. It's about university working closely with the surrounding society and private sector. It's about understanding what you need to know to achieve something, and how to learn it.

Entrepreneurship Academy

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How To Get There:

