

Teaching Entrepreneurship – A pillar for the KIT Founders' Forge



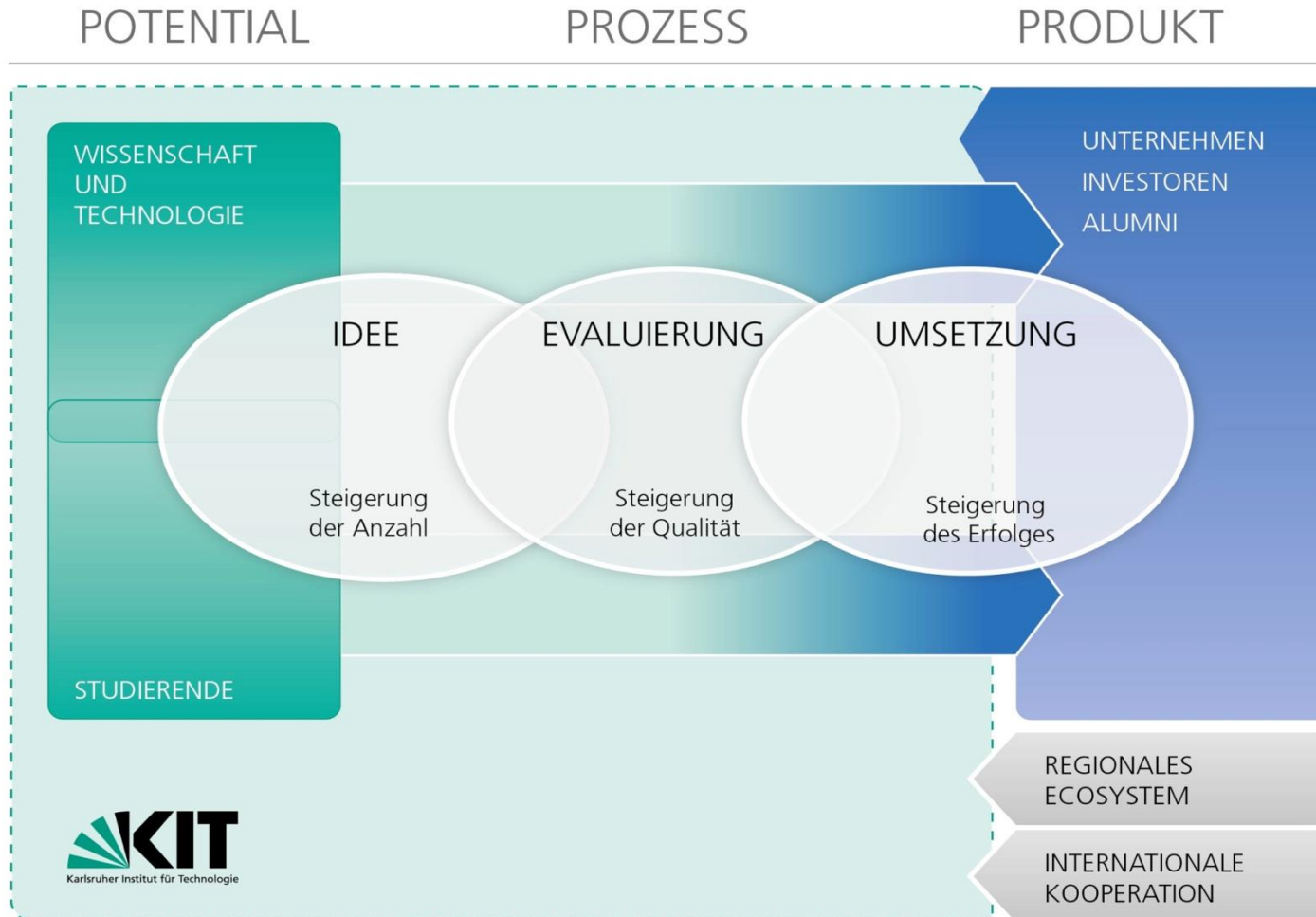
Vision & Mission

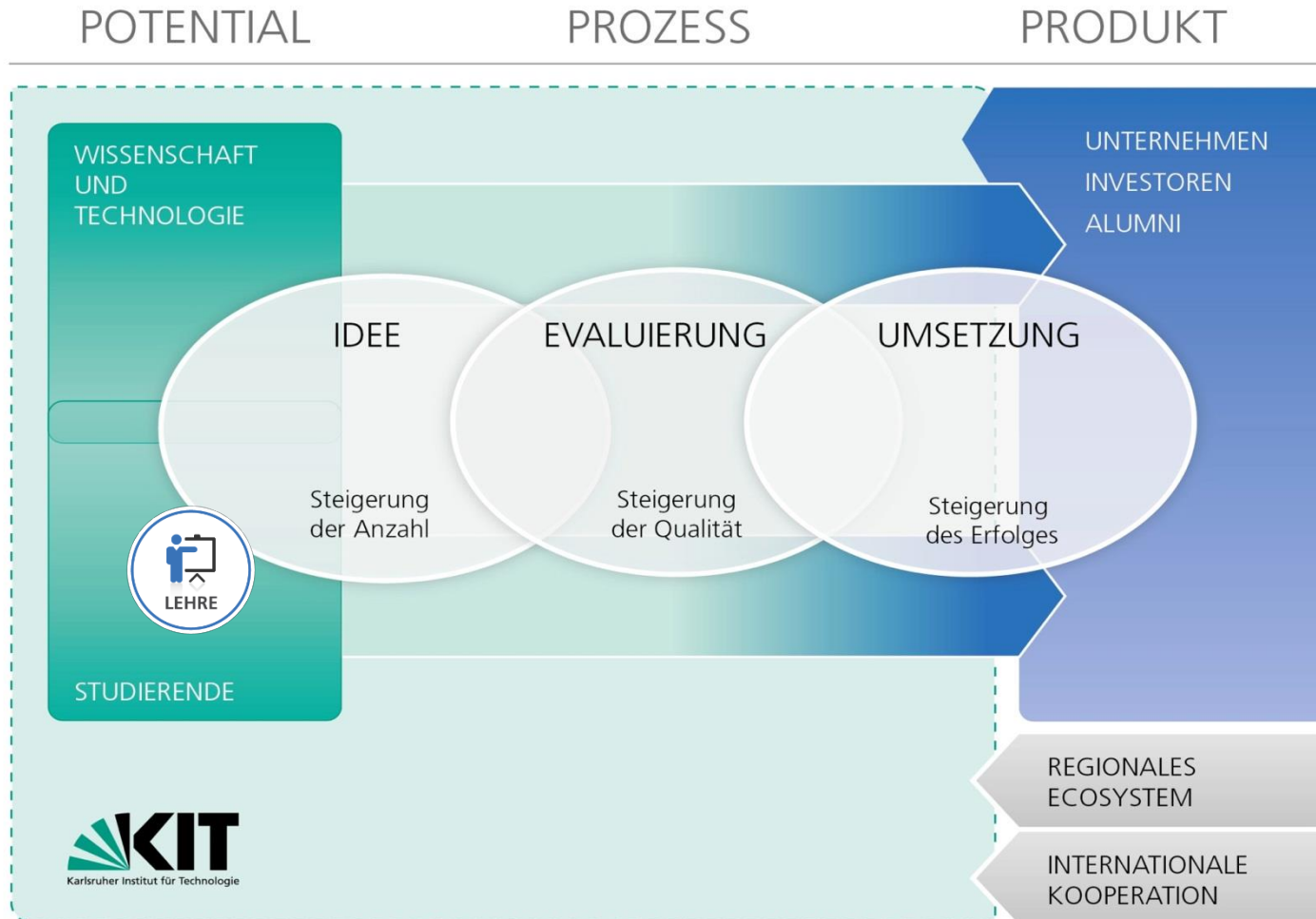
The vision is to develop the KIT into a **founders' forge** and make it a leading **driver of innovation** for the **ventures of the future**.

The mission is to **promote entrepreneurs** that make innovations happen, while fully being **aware of their responsibilities** in all regards.

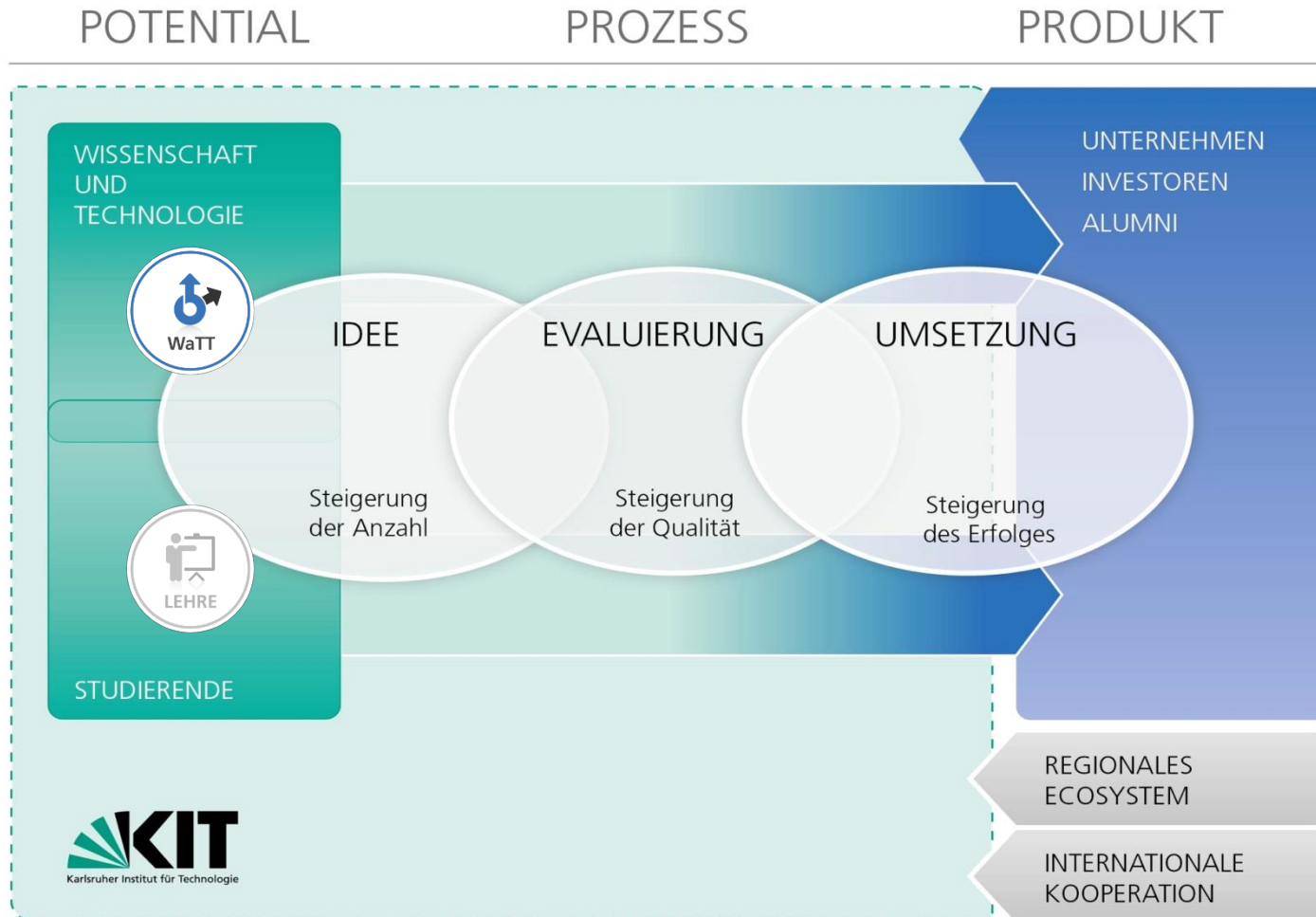
Accordingly, we want to make the KIT an **internationally visible center of excellence** for innovative start-ups.

Conceptual Framework

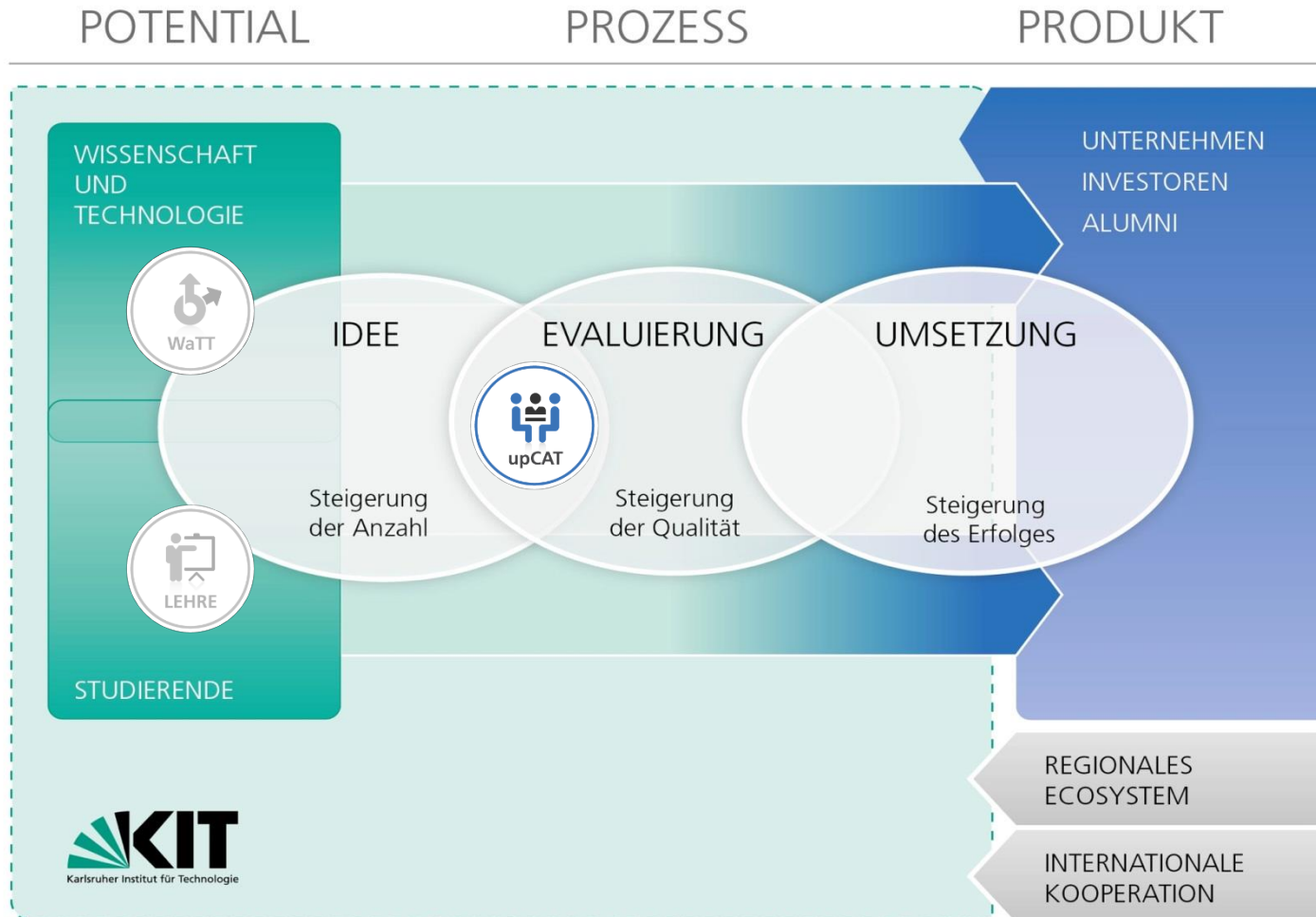




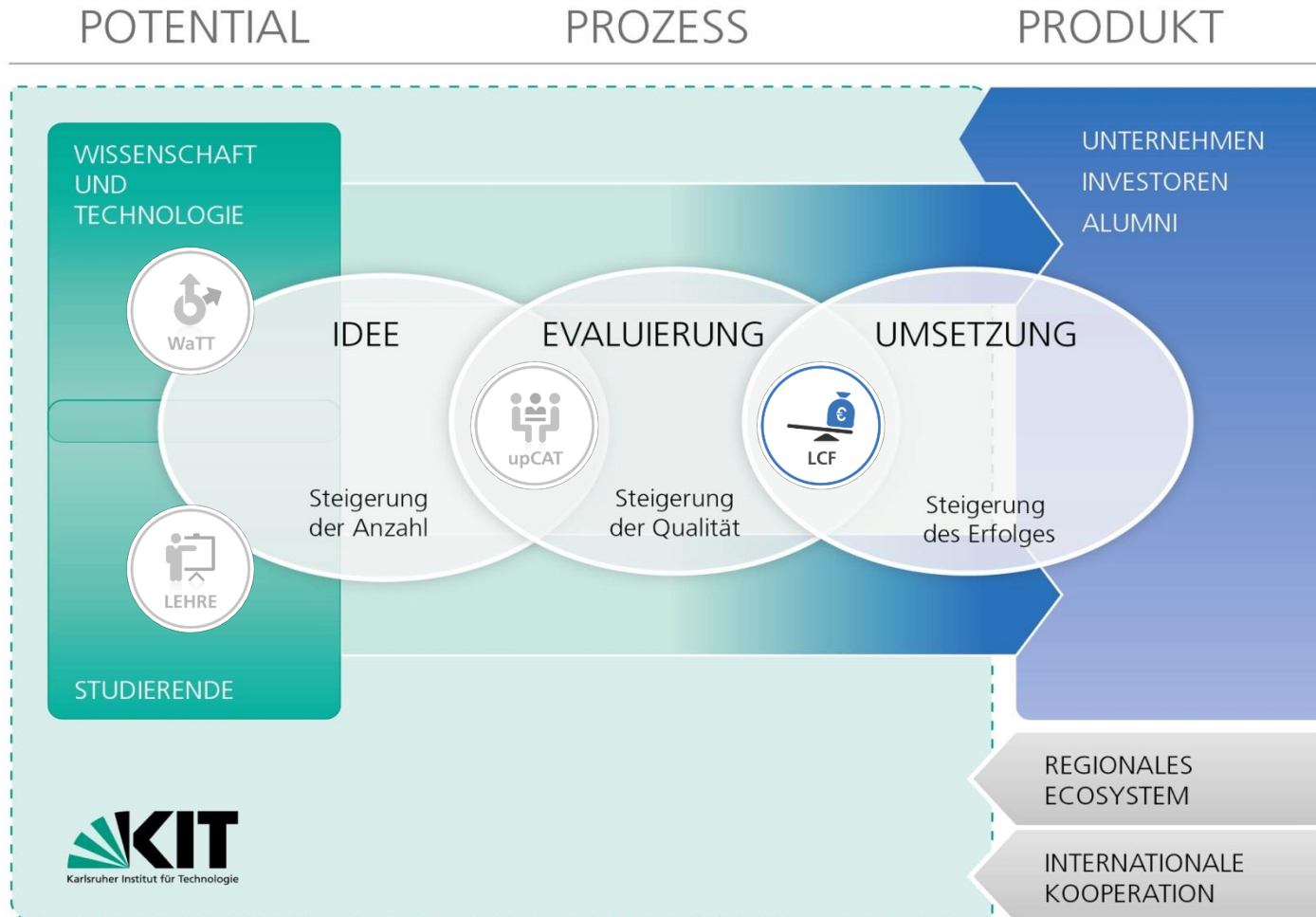
Knowledge Creation & Technology Transfer



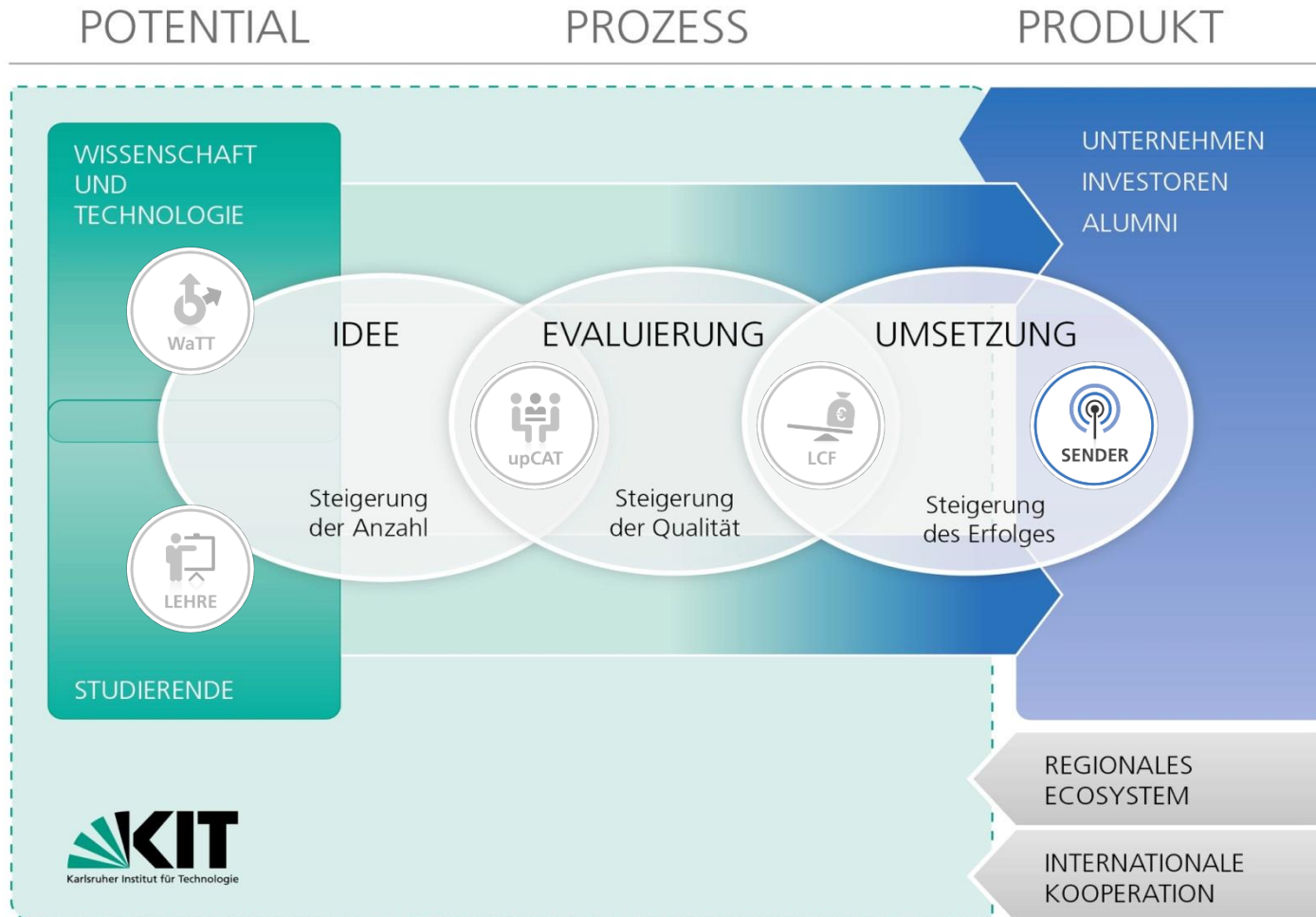
Startup Catalyst (upCat)



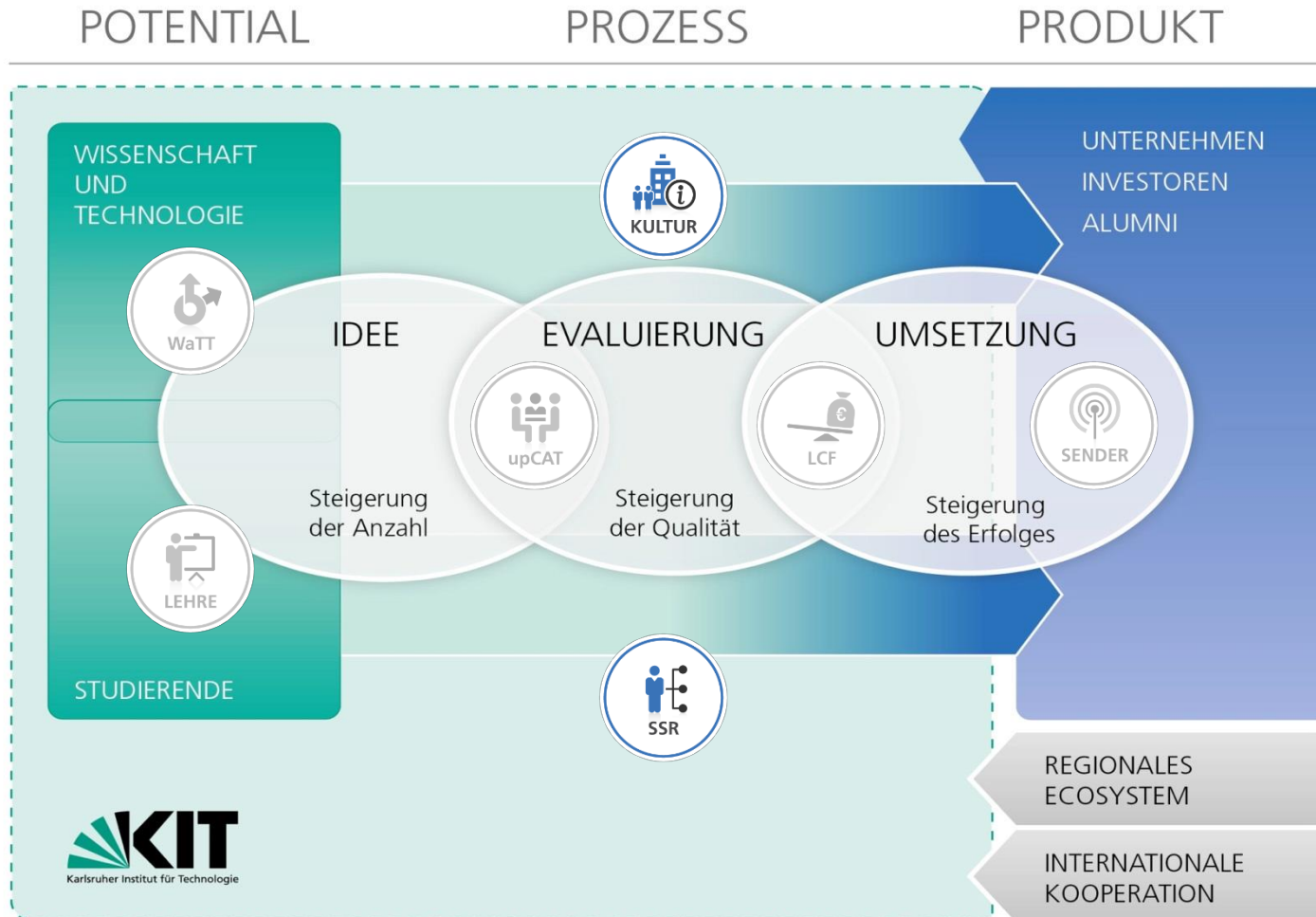
Leveraged Crowd Funding (LCF)



„Broadcasting Station“



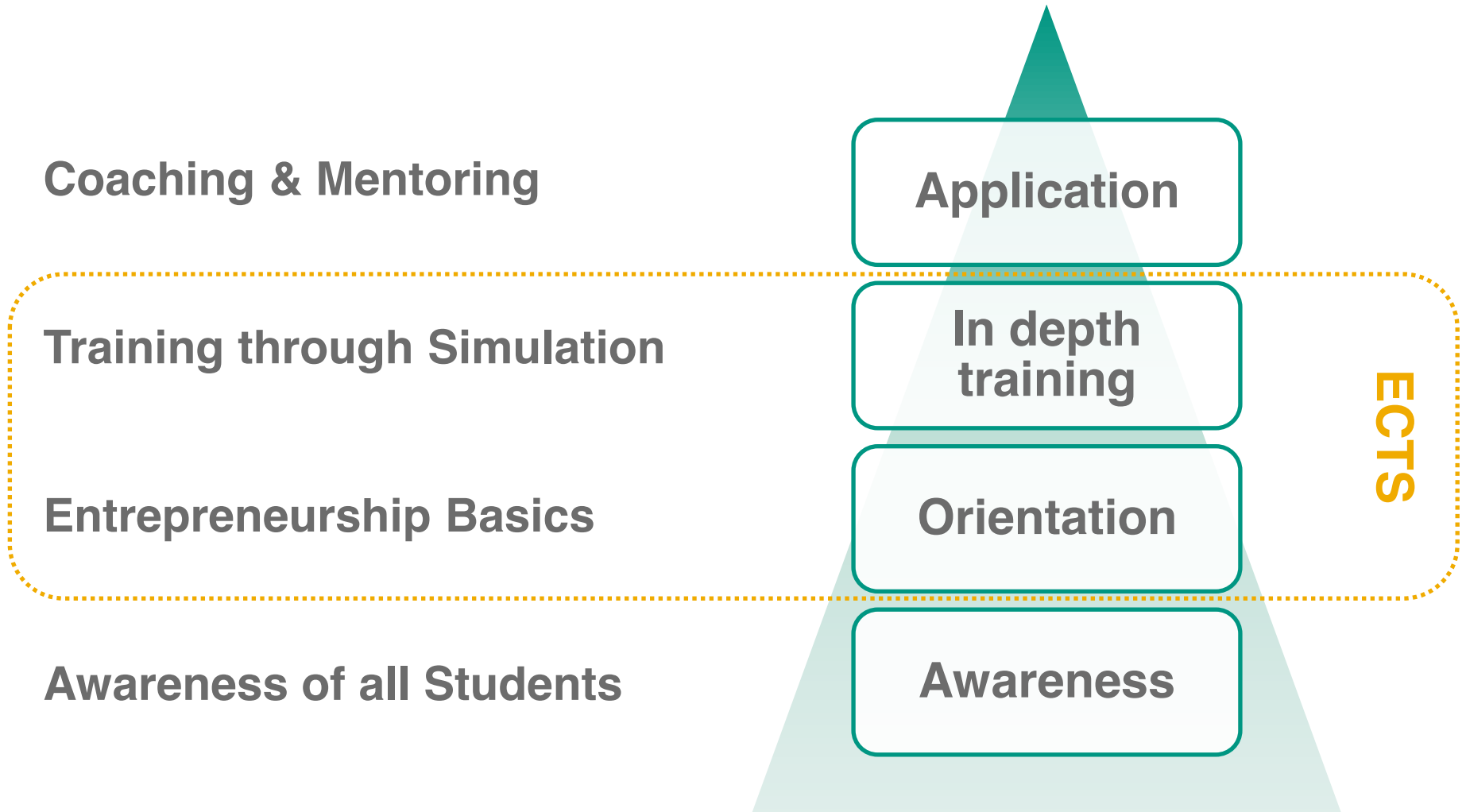
Accompanying Measures



Entrepreneurship should be incorporated in various subjects, particularly **within scientific and technical studies**, in order to provide students with **specific training on how to start and run a business.**

EU Commission 13th February 2006 [COM(2006) 33]

From Awareness to Application



Formats and Objectives for Each Stage

Stage	Format	Objective
Application	upCat, Schools	On the job
Indepth Training	Seminars	Simulation
Orientation	Lectures	Theory
Awareness	Presentations	Introduction




ECTS

Target Profile

- Vision & Strategy
- Relationships
- Resource Mgmt.
- Self Mgmt.



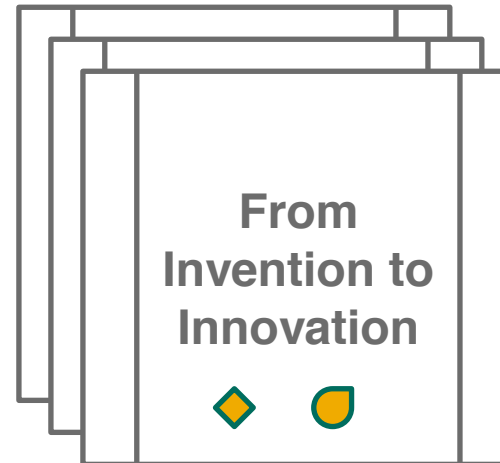
Learning Units

- Design Thinking 
- Lean Startup 
- Financials 
- ...



Formats

- Lecture
- Team Work
- Exercise
- ...



Seminars

Target Groups



Annual Forecasted Numbers 2013

upCat: 25, Schools 20

~200

~100

~1000

Application

In depth
training

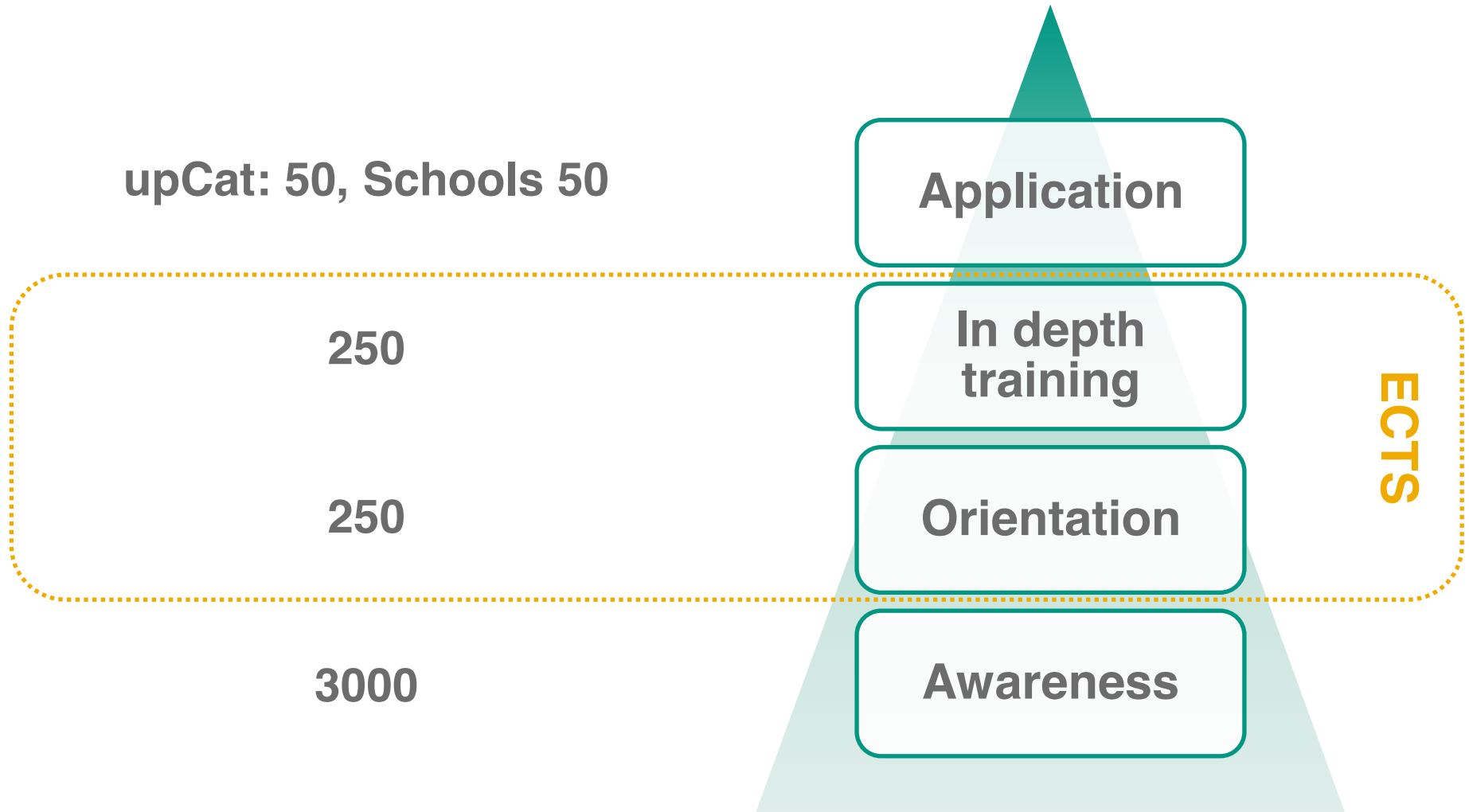
Orientation

Awareness

ECTS

Annual Target Numbers for 2017

upCat: 50, Schools 50



Target Segments – Today

Faculty	Bachelor	Master	PhD
Architecture			
Civil Engineering			
Chemical & Bio-Sciences			
Chemical Engineering			
Electrical Engineering			
Hum. & Social Sciences		x	
Computer Science			
Mechanical Engineering			
Mathematics			
Physics			
Industrial Engineering		x	

Target Segments – 2017

	Awareness	ECTS	Application
Faculty	Bachelor	Master	PhD
Architecture		X	
Civil Engineering		X	
Chemical & Bio-Sciences		X	
Chemical Engineering		X	
Electrical Engineering		X	
Hum. & Social Sciences		X	
Computer Science		X	
Mechanical Engineering		X	
Mathematics		X	
Physics		X	
Industrial Engineering		x	

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Target Profile – Skills & Capabilities

Vision & Strategy

- Opportunity recognition
- Business Model Design
- Lean Start-up
- Design Thinking
- Innovation Marketing

Relationships

- Recruit, manage & develop a team
- Investors
- Customers
- Partners

Resource Management

- Financials/Budget
- Human Resources
- Time & Project Planning
- Processes & IT
- IP Management

Self Management

- Priorities & Focus
- Foster creativity
- Presentation
- Negotiation & Legal
- Integrity

Teaching units (learning map)

Business pl.:
Business
Canvas

Design
Thinking

Legal
Aspects:
Essentials

Presentation:
Effective Pitch
Presentation

Business pl.:
Value Prop.
Canvas

Lean
Start up

Marketing:
Essentials

Comm-
unication with
VC/Customer

Business pl.:
Prototyping/
Testing

Project
Management:
Agile Project

Financial
Planning:
Essentials

Leadership:
Essentials

Business pl.:
Customer
Dev. Process

Creativity:
Create a
business idea

Self
management

Team:
Essentials of
team work

Example of Formats : Simulation (Packaging)

Master plan for entrepreneurs

Creativity:
Create a
business idea

Business pl.:
Customer
Dev. Process

Business pl.:
Business
Canvas

Business pl.:
Prototyping/
Testing

Business pl.:
Value Prop.
Canvas

Lean Start up

Business planning for entrepreneurs

Business pl.:
Customer
Dev. Process

Business pl.:
Business
Canvas

Business pl.:
Value Prop.
Canvas

Current simulation formats for WS 2013

**Business
Planning for
Entrepreneurs**

Design Thinking

Target
group
Humanities/
social s.

**Master plan for
Entrepreneurs**

**Entrepreneurial
Leadership &
Innovation
Management**

**Creative
Business
Planning**

**From Invention to
Innovation**

Target
group
Industrial
Eng.

**Entrepreneurial
networking**

Learning Resources

Traditional

Lecture/Seminar Slides

Books

Case Studies

Printed Posters

Digital

Links to databases

E-Learning Links

Web Videos for prep.

Excel templates

Software

Instructional Design

We design our simulations in the following way:

- Along **the different phases of founding** a business
- **Using action learning** as a systematic approach (exercise, theoretical input, transfer exercise)
- Discussion and **reflection phases on communication, team and creative processes** (we connect them with the learning content)



First ideas to unlock creativity potentials:

- We offer 2 hour sessions to experience creativity techniques
- We teach an systematical „creativity flow approach“ (1 day format)
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