

## **Entrepreneurship – develop your own business**

Are you interested in entrepreneurship? Do you already have an innovative business idea? This workshop introduces the different steps from developing an idea into a business concept. It provides information and practical tools for the development of your business. Furthermore, it gives a short introduction to the Bernese “Start-Up Ecosystem” and you will learn about the various opportunities for further support.

### Learning Objectives

The participants will be inspired to sharpen their entrepreneurial thinking and bring their ideas to action. After completion of the workshop they will have a good understanding of basic tools for developing their ideas into a business concept (e.g. Business Model Canvas, basic Business Plan). They know how important early feedback from (potential) customers is and how it can be used to further develop the business model. They know where they can gather additional information and support.

### Individual Feedback

In between workshop days participants elaborate their business idea and prepare to present it on the second day followed by individual feedback in class.

### Trainer

Prof. Artur Baldauf, University of Bern

Prof. Philipp Sieger, University of Bern

### Target Group

Phd students and postdocs who are interested in developing and elaborating a business idea

Language                      English

Participants                      max. 30

Dates                              June 13 and 27, 2022 1.15 p.m.-5 p.m.

Location                        Hochschulstrasse 4, Main Building, room 115

ECTS                              recommended 1