

Entrepreneurship – develop your own business

Are you interested in entrepreneurship and/or 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, develop ideas, 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.

Trainers

Prof. Artur Baldauf, University of Bern

Prof. Philipp Sieger, University of Bern

Dr. rer. oec. Isabelle Hahn, 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	October 24 th & 31 st 2022, 2 p.m.-5:30 p.m.
Location	University of Bern, Main Building, Hochschulstr. 4, room 304
ECTS	recommended 1
Contact	<u>Isabelle.hahn@unibe.ch</u>