

**Date and venue**

April 4 - 6, 2016

HECTOR School of Engineering & Management | seminar room SE 201  
Schlossplatz 19, 76131 Karlsruhe

**Registration and fees**

The school is designed for all researchers (scientists, PhD candidates), predominantly of engineering and natural sciences, from the KIT and external institutes. The program is limited to 25 participants who will be elected after application.

The fee for the Spring School is:

€200 for all researchers and

€125 for all members of the KHYS Network\*

The fee includes tuition and all materials of the program.

**Register online until March 18, 2016 at**

<http://hector.idschools.kit.edu/phdspringschool.php>



**Organizer**

KIT Institute for Entrepreneurship, Technology-Management and Innovation (EnTechnon)

**Contact**

Ralph Henn | KIT Institute for Entrepreneurship, Technology-Management and Innovation (EnTechnon) |

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\*The Karlsruhe House of Young Scientists (KHYS) supports its members by taking over €75 of the fee.

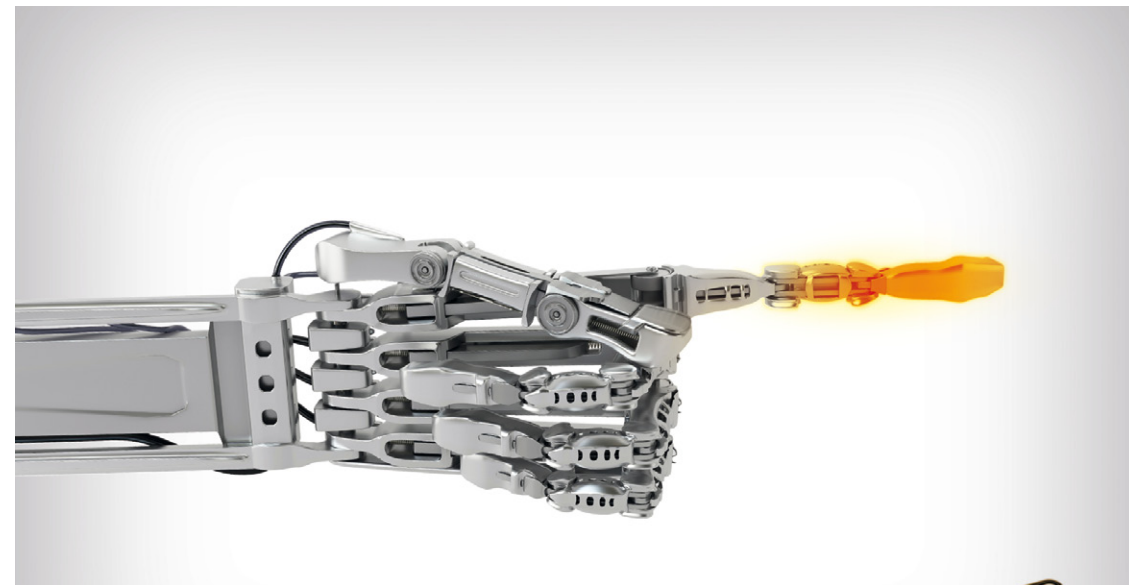
Register online to become a member: <http://www.khys.kit.edu/khys-netzwerk.php>.

Supported by the program EXIST-Gründungskultur for the KIT Founders Forge (Gründerschmiede)

# Entrepreneurship for Researchers Spring School

April 4 - 6, 2016

Register until March 18!



## Welcome

We warmly welcome you to join the Entrepreneurship for Researchers Spring School 2016.

The goal of the school is to learn how to develop potential business ideas, based on technology and research findings and to train the skills which are needed to start and run an own business sustainably.

The school in particular imparts knowledge of Entrepreneurship and the realization of Technology Innovation in a real business, focusing on the university environment.

The sessions will cover the topics of...

- business idea generation
- protecting intellectual property
- technology and product strategy
- business models and business plans
- presentation of the business idea

Besides intensive workshops and plenary sessions you will have the chance to present your project ideas and business models and receive feedback of experienced business experts.

Prof. Dr. Orestis Terzidis  
Head of the Institute for Entrepreneurship,  
Technology Management and Innovation (EnTechnon)

## Speakers



**Prof. Dr. Orestis Terzidis**  
Chair and Head of the KIT  
Institute for Entrepreneurship,  
Technology-Management and  
Innovation (EnTechnon)



**Ralph Henn**  
Research Associate & PhD Candidate  
Institute for Entrepreneurship,  
Technology-Management and  
Innovation (EnTechnon)



**Florian Wohlfeil**  
Research Associate & PhD Candidate  
Institute for Entrepreneurship,  
Technology-Management and  
Innovation (EnTechnon)

## Monday, April 4

Time	Topic	Speaker
9 am	Introduction	Prof. Dr. Orestis Terzidis
10.30 am	Coffee Break	
10.45 pm	Business Models & Business Plans	Prof. Dr. Orestis Terzidis
12.15 pm	Lunch	
1.30 pm	Technology & Value Profiles	Florian Wohlfeil
3 pm	Coffee break	
3.30 pm	Workshop: Value Proposition	Prof. Dr. Orestis Terzidis
5 pm	Project Work	

## Tuesday, April 5

Time	Topic	Speaker
9 am	Protection of Innovation	Prof. Dr. Orestis Terzidis
10.30 am	Coffee Break	
10.45 am	Marketing & Sales	Prof. Dr. Orestis Terzidis
12.15 pm	Lunch	
1.30 pm	Workshop: Business Models Canvas	Prof. Dr. Orestis Terzidis
3 pm	Coffee Break	
3.30 pm	Lean Start-Up	Prof. Dr. Orestis Terzidis
5 pm	Project Work	

## Wednesday, April 6

Time	Topic	Speaker
9 am	Presentation of Business Models & Feedback	
10.30 am	Coffee Break	
10.45 am	Pitch Training (Teams)	Ralph Henn
12.15 pm	Lunch	
1.30 pm	Pitch Preparation (Teams)	Ralph Henn
3 pm	Coffee Break	
3.30 pm	Final Presentation & Wrap-Up	Prof. Dr. Orestis Terzidis