

**Can we create
Entrepreneurs?**

**A new approach in
Entrepreneurship Education**

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pearls – Potsdam Research Network



University of Potsdam



where we are



Technology Transfer and Innovation

- **Technology Transfer** is important focus of Potsdam
- **Potsdam 1st place** in national ranking for entrepreneurship
- University of Potsdam established different **support systems:**
 - a) BIEM-CEIP
 - b) MBA BioMedTech and InfoTech
 - c) EPE program



University of Potsdam

BIEM CEIP

Center for Entrepreneurship and Innovation

The institute supports **young entrepreneurs** in every step of the process:

1. Planing and preparation
2. Businessplan
3. Consultancy and Feedback
4. Financing

BIEM
CEIP
Das Institut für Gründung und
Innovation der Universität Potsdam

EPE - Part of the BIEM CEIP

BIEM CEIP – activities in 3 areas:



- **GO:Incubator**
- **Cosultancy for Entrepreneurs**
- **Senior Coaching Service**
- **Career Service**



- **MBA BioMedTech and InfoTech**
- **Training Companies (Planspiel, UPnostik, Film, Unishop)**
- **European Innovations and Foresight Masters (eInnForM)**



- **Foundation and International Entrepreneurship**
- **Strategic early recognition**
- **Innovation processes**
- **Open Innovation in Life Sciences**
- **Entrepreneurship Education**
- **Entrepreneurial Career Development**

EPE

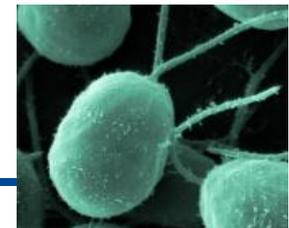
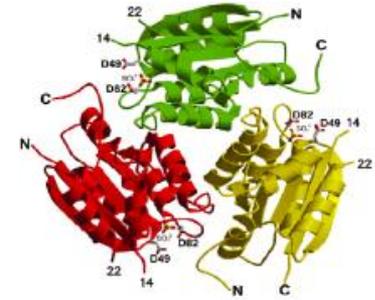


EPE - Basics

- **Duration:** October 2007 - September 2010
- **Volume:** 587 000 €

Aim:

- Raise awareness for entrepreneurship among natural scientists
- Integration in education and training
- Qualification of future employees in industry



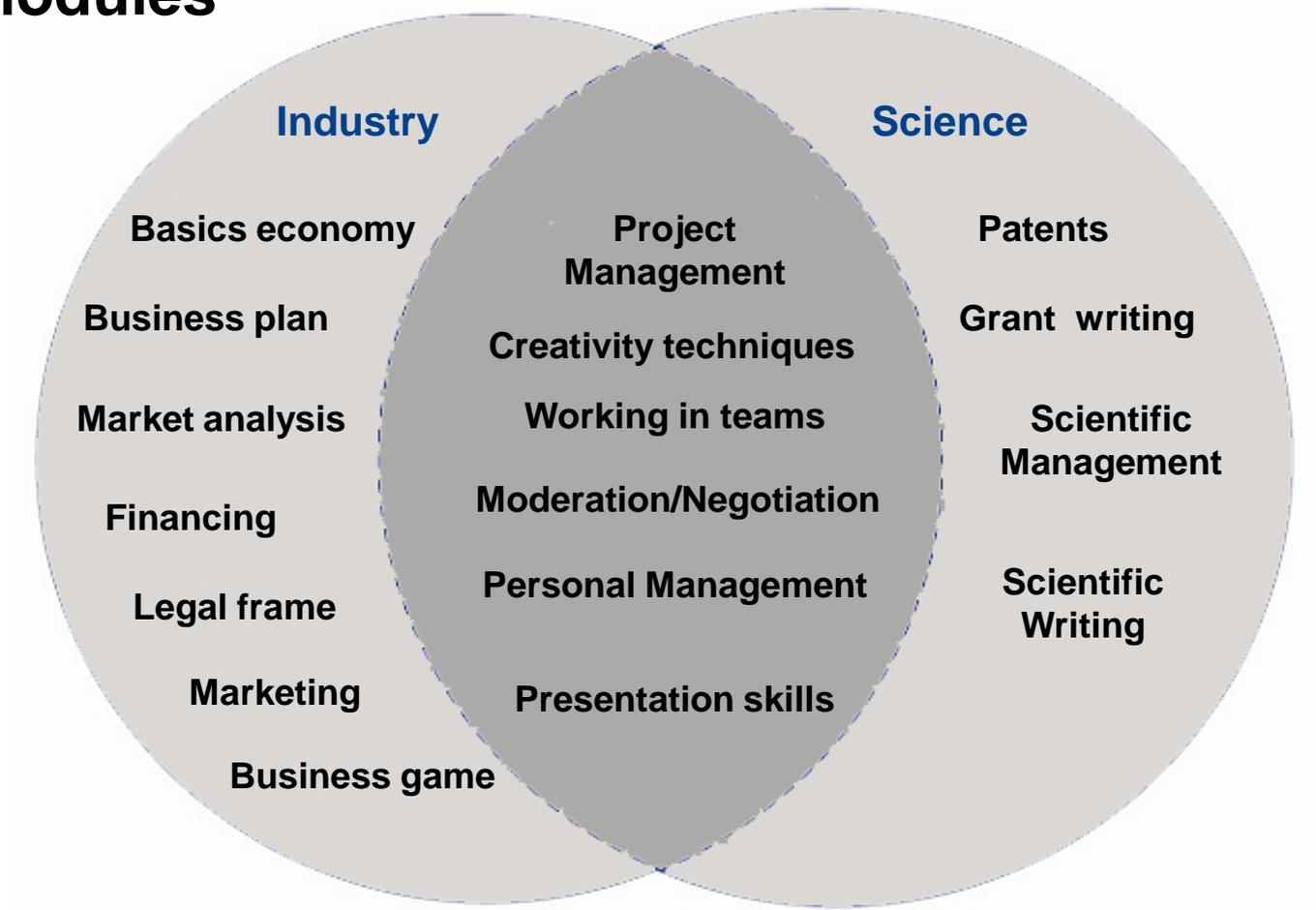
EPE Program

Entrepreneurial Postgraduate Education Program

- Program for Development of Management Qualifications and Career Opportunities for young scientists
- 12 month program, modular
- Obligatory: 16 of 20 possible modules in the areas
 - General key competences
 - Economic thinking and action
 - Management qualifications for Scientists
- New: Summer School, 7 days

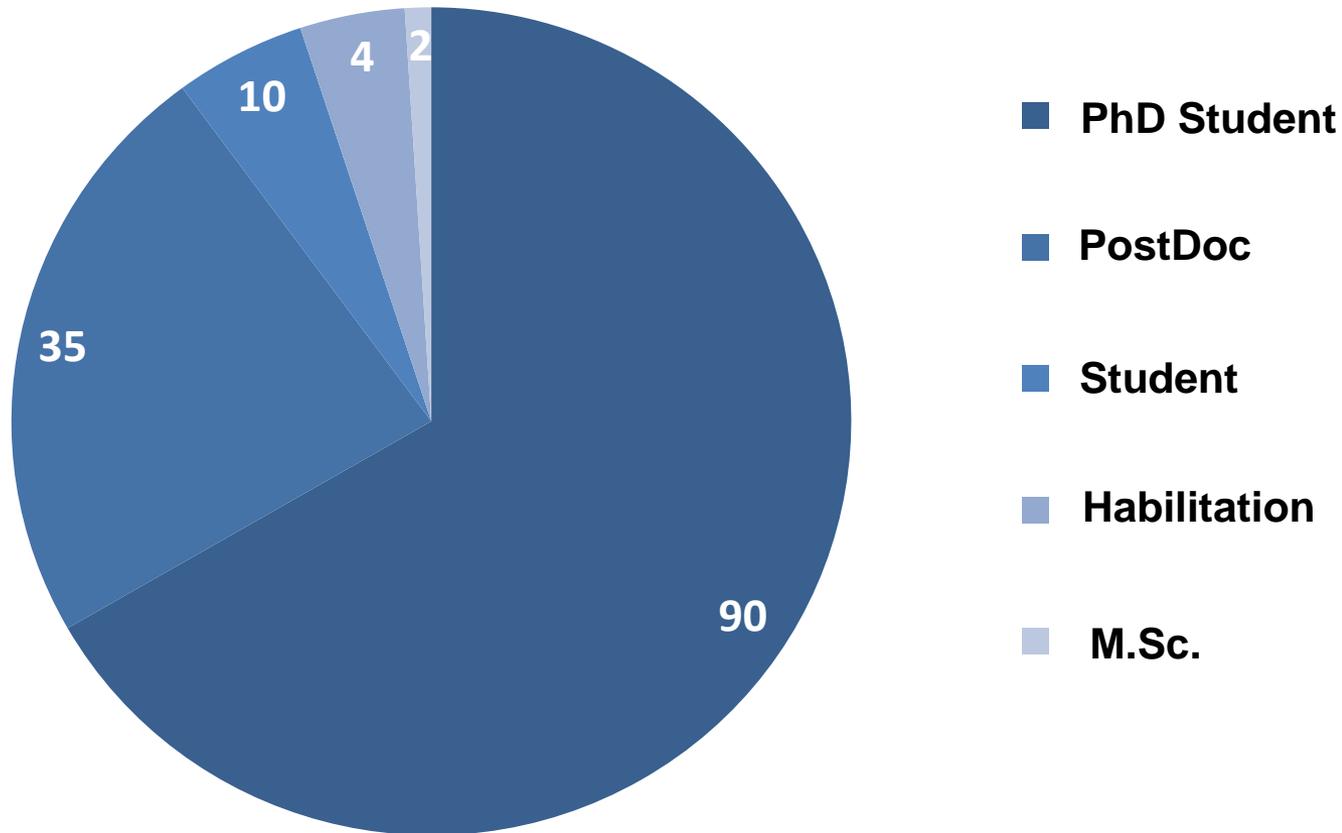
EPE – Science Goes Market

EPE Modules



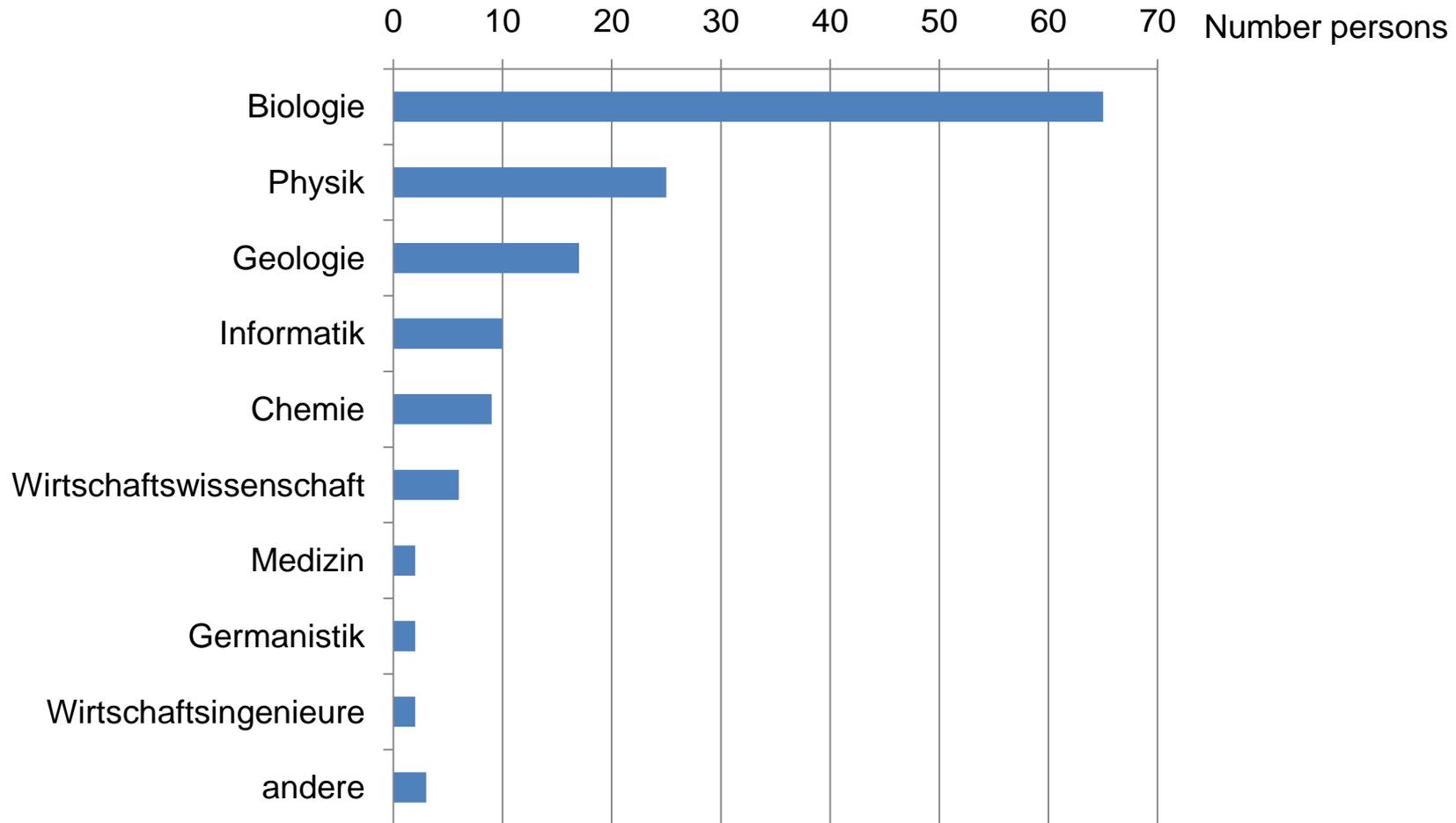
EPE - Applications

Academic Degree of Applicants



EPE - Applications

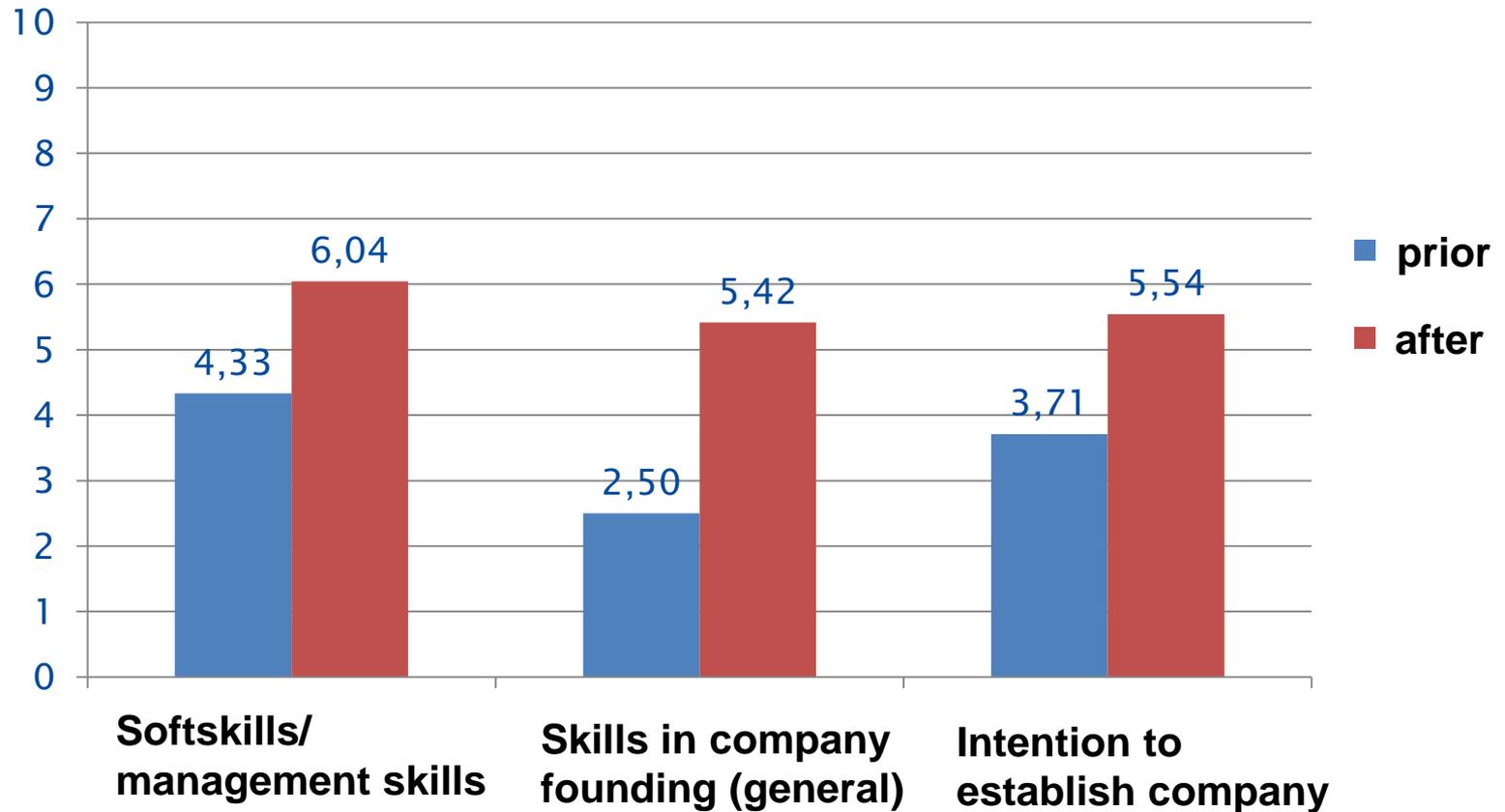
Applications from > 9 science areas



Statistics (Interviews)

Average change of own skills based on EPE program

Note



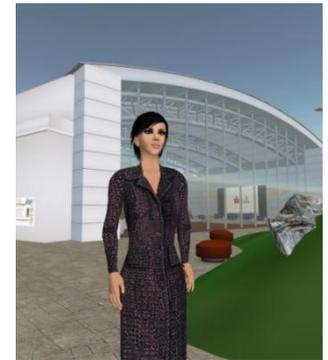
- **English** Summer School July 2010
 - **Integration** of EPE Program in **Potsdam Graduate School**
 - Establishment of **sustainable Alumni concept** to increase quality assessment
-



New Teaching and Training Concepts:

Virtual Worlds offer:

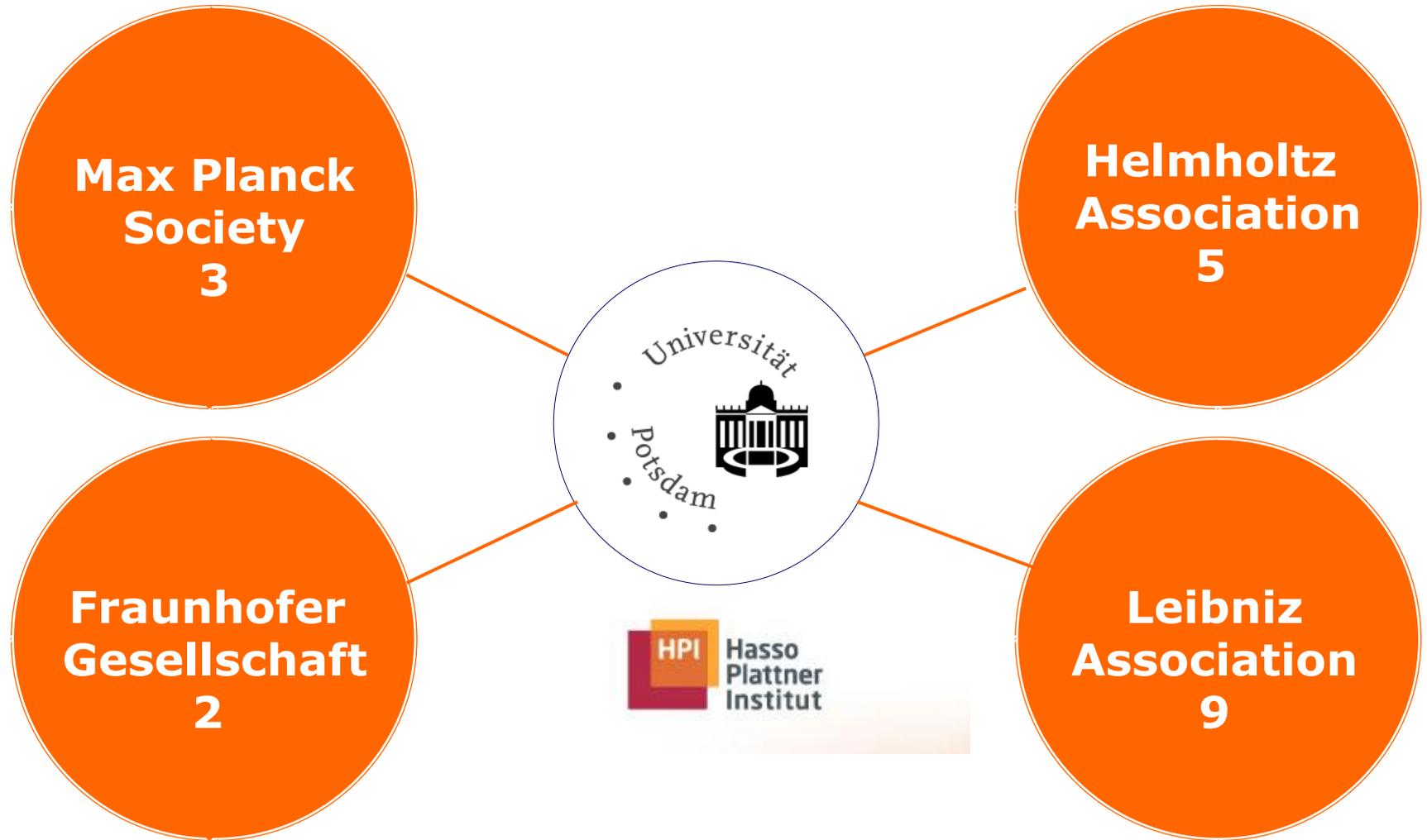
- Communication room
- Training area
- Experience in context
- Meeting place



Application for Science in 3D:

- Training in entrepreneurship
- Career Fairs
- Meetings





Inside the Network

- Strategic science planning
- Interdisciplinary research
- Interface to industry

Outside the Network

- Increase national and international cooperations
- Joint marketing
- Attractiveness for young researchers





www.pearlsofscience.de

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