

**Can we create  
Entrepreneurs?**

**A new approach in  
Entrepreneurship Education**

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**pearls – Potsdam Research Network**



where we are



## Technology Transfer and Innovation

- **Technology Transfer** is important focus of Potsdam
- **Potsdam 1<sup>st</sup> 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

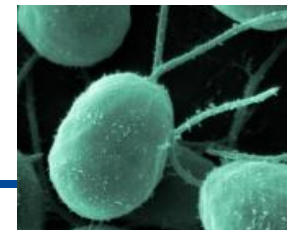
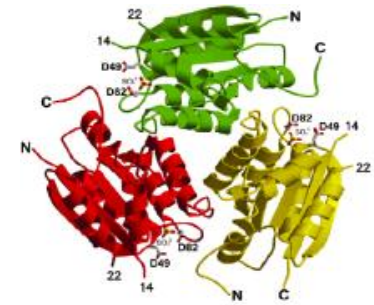
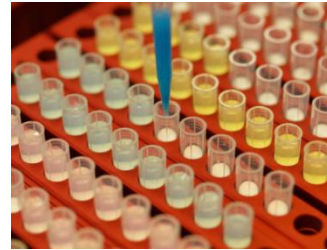


# EPE - Basics

- **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

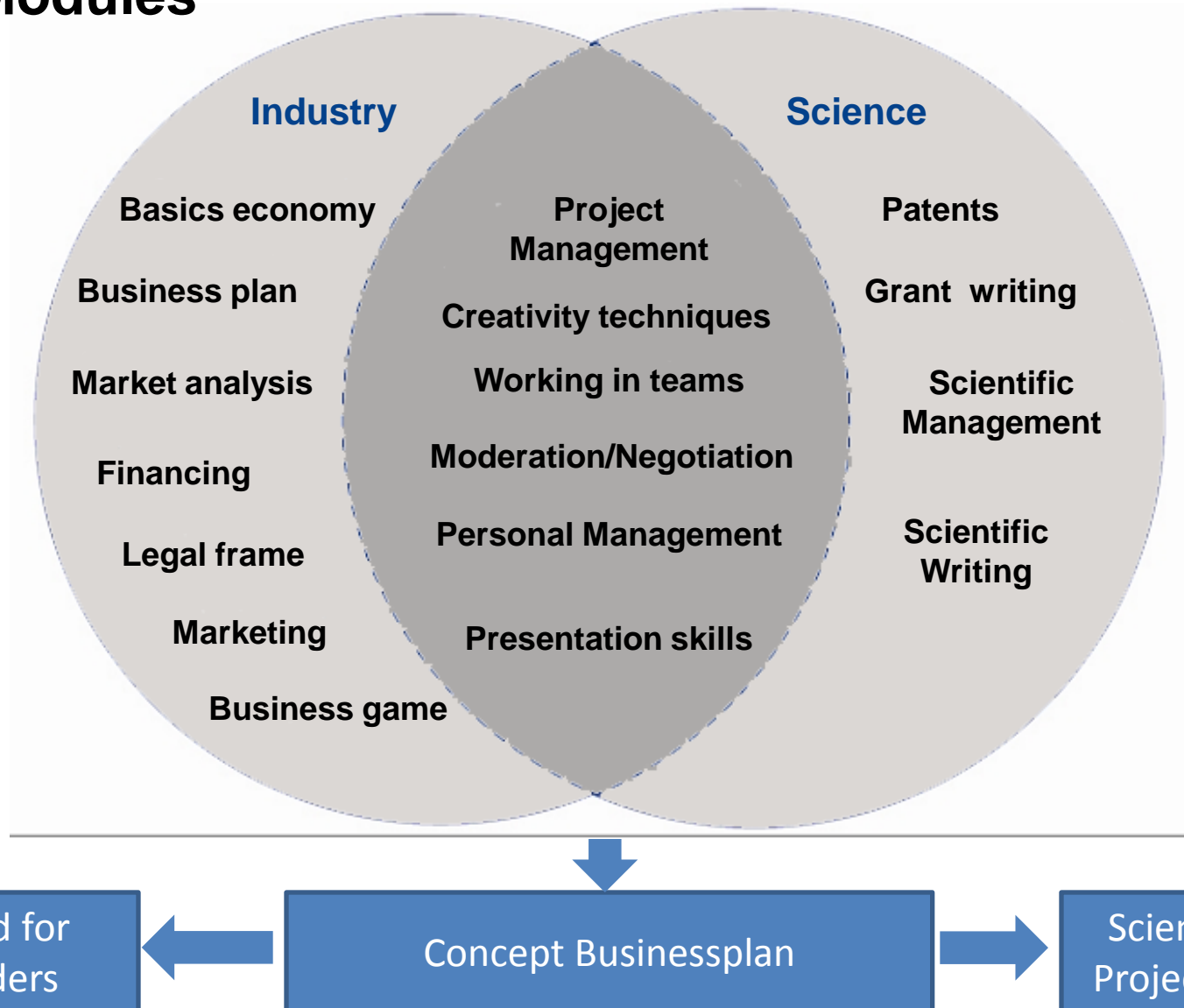
### Entrepreneurial Postgraduate Education Program

- 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



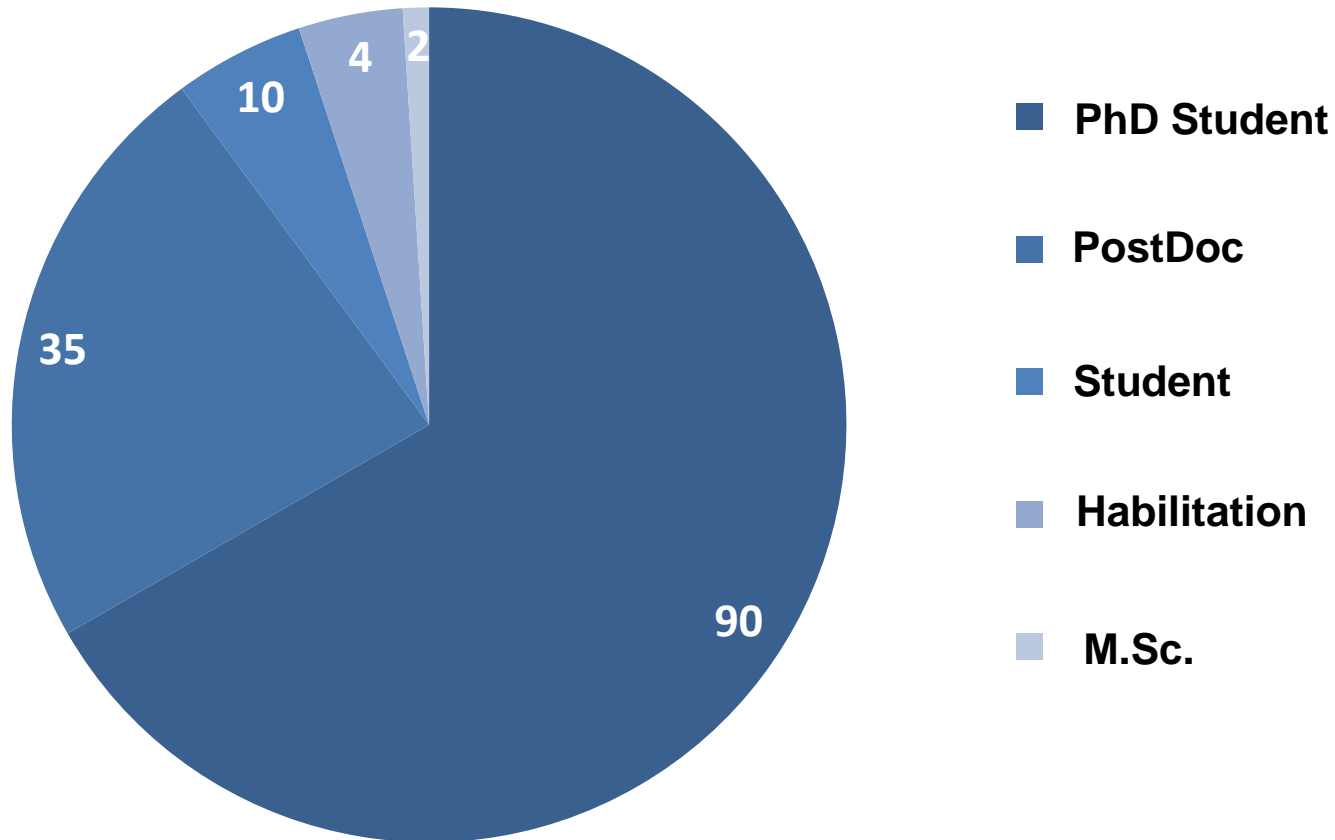
# EPE – Science Goes Market

## EPE Modules



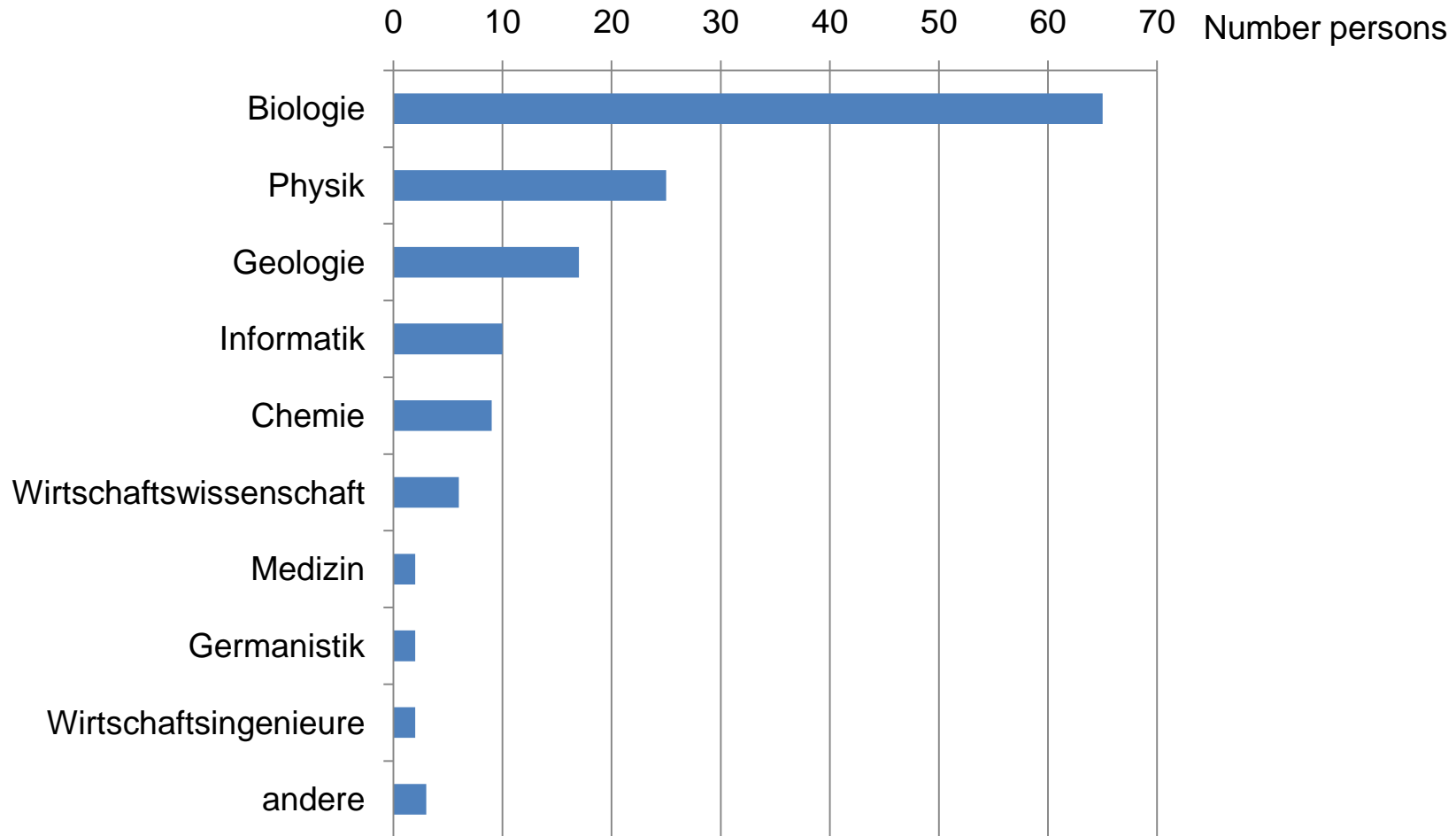
# EPE - Applications

## Academic Degree of Applicants



# EPE - Applications

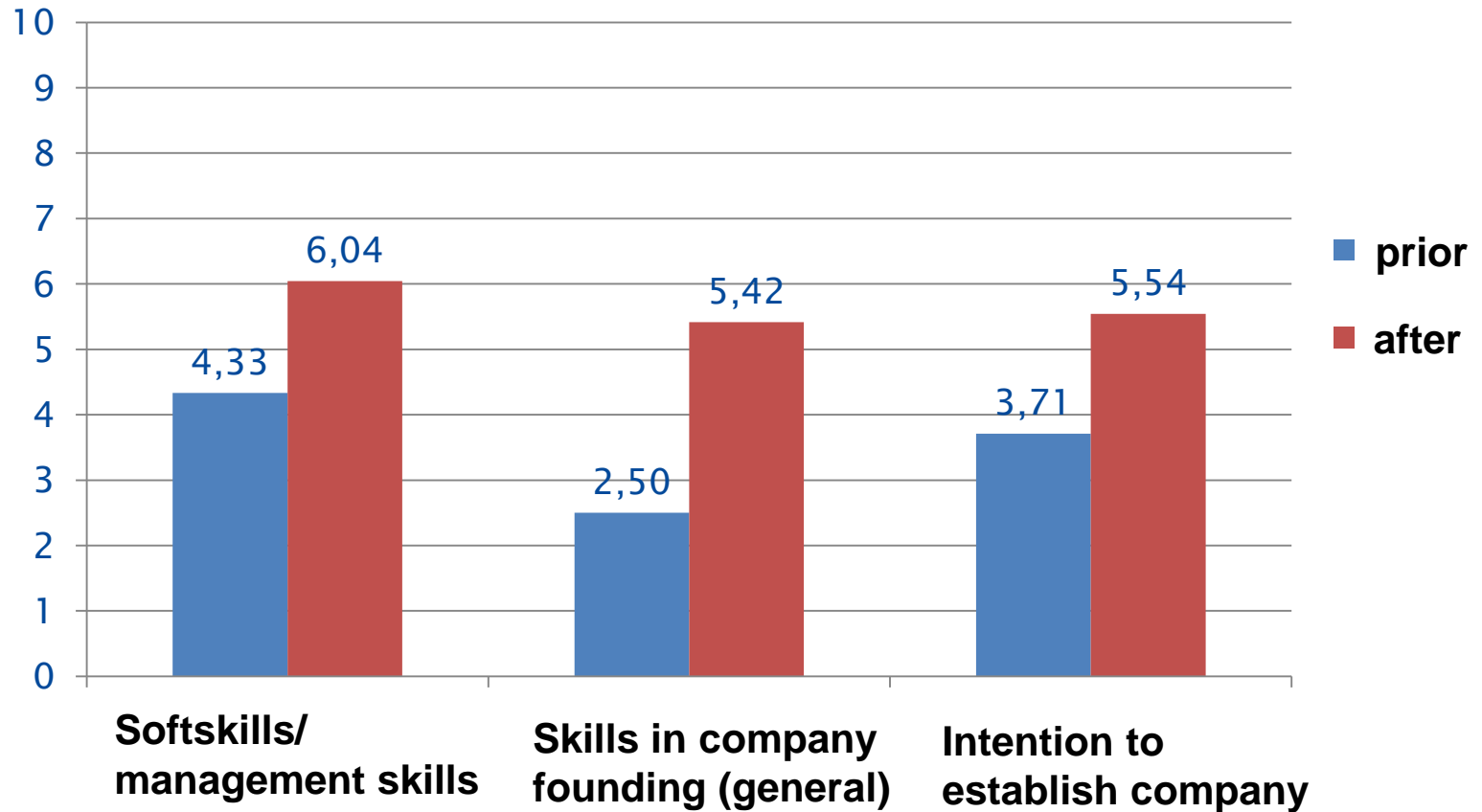
## Applications from > 9 science areas



# Statistics (Interviews)

## Average change of own skills based on EPE program

Note



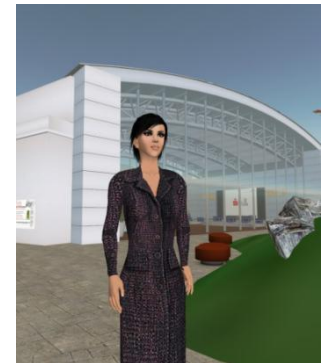
- **English** Summer School July 2010
  - **Integration** of EPE Program in **Potsdam Graduate School**
  - Establishment of **sustainable Alumni concept** to increase quality assessment
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## New Teaching and Training Concepts:

### Virtual Worlds offer:

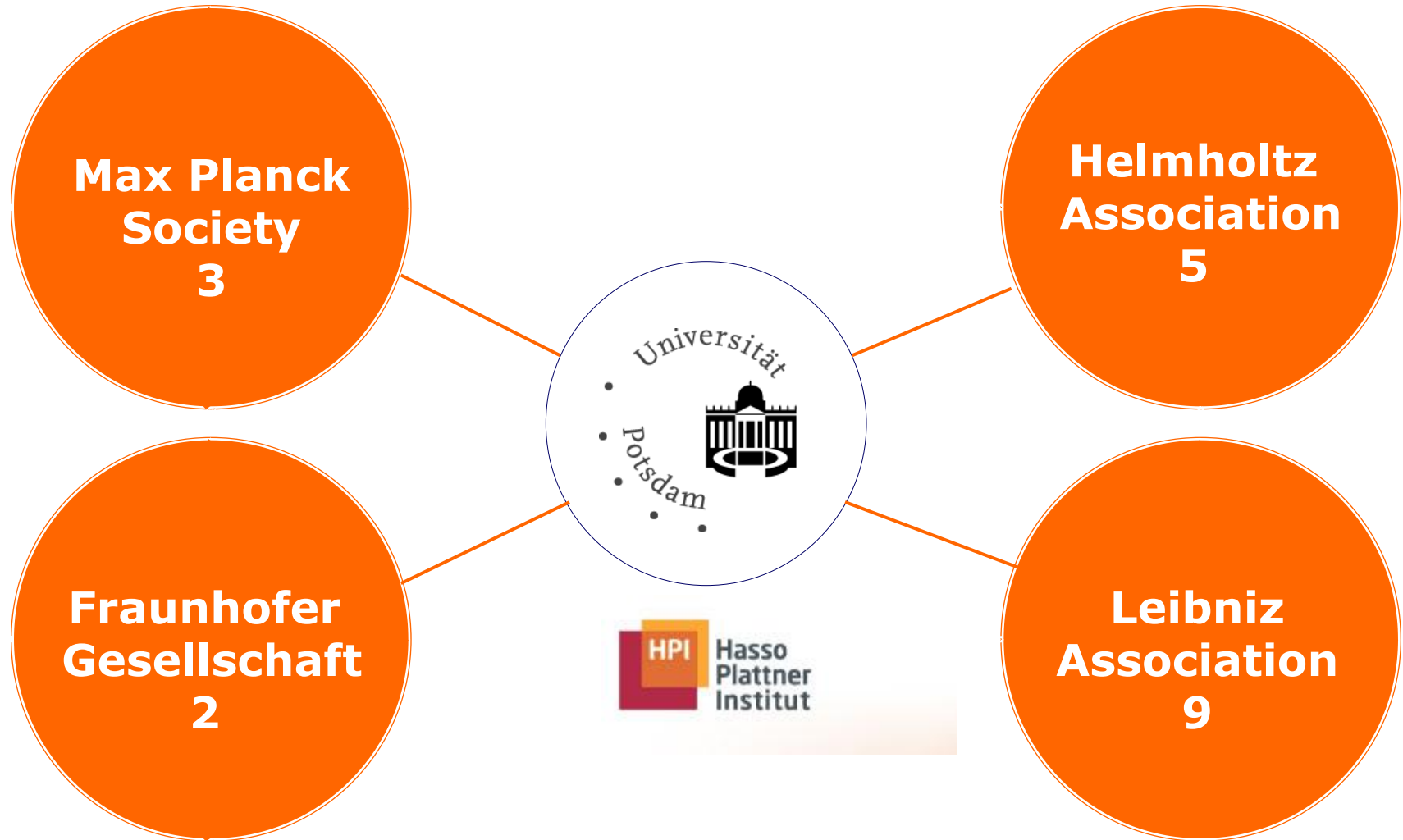
- Communication room
- Training area
- Experience in context
- Meeting place



### 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](http://www.pearlsofscience.de)

