



Workshop **Business Start-up Clinic**



UNIVERSITÄT LEIPZIG





Our Business Start-up Clinic, aims to foster, guide and support innovative and competitive business ideas.

Entrepreneurs learn about idea generation and evaluation, they receive guidance on how to create value for the customer and to build their business models.

Training Concept

Universities play an important role in the creation and growth of innovative SMEs and promotion of entrepreneurship in general. Their role in providing the technical expertise needed for ideas implementation and skills development serves much relevance for this cause. Trainings are often vital to supply the competencies needed to start a new venture and the International Small Enterprise Promotion and Training (SEPT) Program has been instrumental in this endeavour.

Therefore, there is the need to transform business ideas into real businesses. In the light of this the SEPT Program at the Leipzig University is organizing a training program dubbed “Business Start-up Clinic”.

The foundation of this training program is the conviction that the future of our economies relies on entrepreneurship and the innovative Small and Medium-sized enterprises (SMEs).

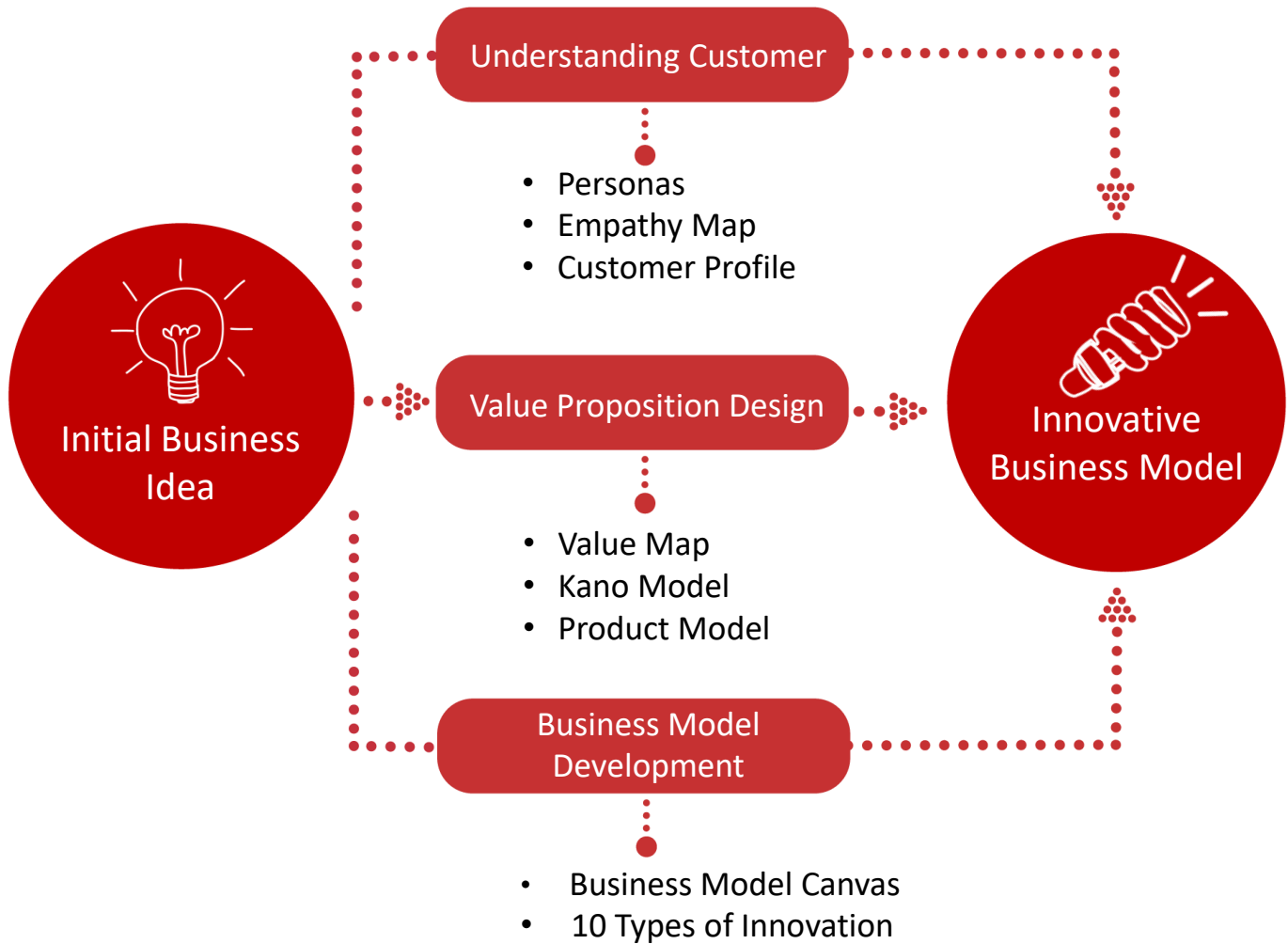
In this particular training program, our experienced, practice-oriented and dedicated staff will transfer application-oriented and practice-relevant knowledge.

Our overall objective is to actively promote, guide and sustain innovative and competitive new business ideas while screening for positive entrepreneurial attitudes which will be supported by providing training, coaching and mentoring. We would further impart knowledge on the marketing of goods and services by enlightening students about the various opportunities and channels that are available.

Our Business Start-up Clinic approach is based on the experiences of the Self Management Initiative Leipzig (SMILE) where we supported more than 440 start-ups over the last 11 years.



Content of the Workshop





Methodology of the Workshop

The structure of the training will be based on trainer-input and participants group work. Trainers will first present and elaborate the different management tools. Doubts and challenges will be addressed and clarified on the spot. Afterwards the participants will be grouped to apply the tools elaborated by the trainers. Grouping will be made according to ideas of similar nature. Instructions applicable to all participants will also be given. It is expected that the participants will discuss the various problems confronting them, while exchanging ideas and views.

Our Business Start-up Clinic is structured into three sessions:

1. Understanding Customer
2. Value Proposition Design
3. Business Model Development

During the Understanding Customer part, participants will review their business ideas against the backdrop of the following questions: Is there a market for my idea?, Do I address all customer needs with my business idea? This will usher the participants into the next part known as Value Proposition Design. Here they will be guided in proposing the right value to customers based on their innovative products and/or services. Finally, the participants will be taken through the Business Model Canvas. This will assist them to build business models for their ideas. Using the 10 Types of Innovation Concept, graduates and students will learn about Innovation Tactics to further develop innovative business models.

Profile of the Trainers



Prof. Dr. Utz Dornberger

He is the Director of the International SEPT Program of Leipzig University. This program especially focuses on the promotion of innovation and entrepreneurship in Germany as well as in several other countries around the world. His academic and professional focus is especially on innovation in SMEs, entrepreneurship promotion and internationalization processes. He is also the Co-Founder of CONOSCOPE GmbH, a consulting firm specialized in the fields of innovation management and internationalization. He has international experience in 5 continents and over 35 countries.

Mr. Christian Hauke

He is a senior consultant in the Entrepreneurship Initiative SMILE. After he graduated in 2004 at the Leipzig University with the subjects Oriental studies, Political science and Philosophy, he gained between 2005 and 2009 multiple international experience working in educational and cultural projects mainly in countries like Egypt, United Arab Emirates or Yemen. Now he is working as a coach for young entrepreneurs at the Leipzig University. Since 2011 he is offering his expertise in innovation management and entrepreneurship mainly in the Middle East and North Africa.



Mr. Kwabena Obiri Yeboah

He is an international consultant, trainer and an entrepreneur. His areas of experience are in innovation management, business incubation and entrepreneurship promotion. He is the assistant coordinator of the Intelligence for Innovation (iN4iN) Africa Network project of the International SEPT Program, Leipzig University. Mr. Yeboah holds an MBA degree in Small and Medium-sized Enterprise Development from the International SEPT Program at the Leipzig University, Germany and is currently a PhD candidate at Leipzig University, Germany.

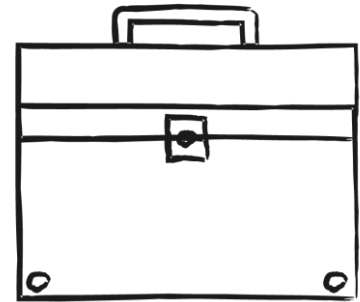


Additional information



Place

The training course is normally organized with a local partner, who provides the physical structure. But we also offer in-house seminars.



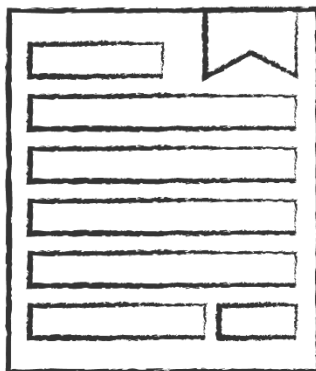
Language of instruction

The training course can be held in English, Arabic and Spanish.



Duration and Participants

The training course is planned for 2 days (all together 16 training hours). The maximum number of participants is 25.



Certificate

A certificate for the training course is provided. This certificate will be issued by Leipzig University and Conoscope GmbH.

Implementation Countries



**We already implemented
our Innovation and
Entrepreneurship
Management Trainings in
more than 30 countries in
the world.**

**Please go to in4in.net to
get more information.**

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