PhD Course

Entrepreneurship – How to build a start-up
(3.11.2022 Kick-off; 11.11.2022, 22.11.2022, 5.12.2022, 10.01.2023, 7.02.2023)

Course Instructors:
Prof. Dr. Michel Clement (Faculty for Business, UHH) & Prof. Dr. Robert Blick (Faculty of Mathematics, Informatics and Natural Sciences, Institute for Nanostructure and Solid State Physics, UHH).

Course Value:
2 SWS or 5 LP

Assessment/Student evaluation:
Two pitches and active participation. Grading for students of Universität Hamburg will be pass/fail.

Course Language: English

Prerequisites/Literature: Please develop 2 start-up ideas (2 slides max. per idea) that you would like to pitch to your fellow doctoral colleagues.

Registration: Please register via STiNE. Only in case you do not have STiNE access, please register to e-mail lucia.santos.fernandez.de.loaysa@uni-hamburg.de. For all organizational matters please contact e-mail michel.clement@uni-hamburg.de until October 25, 2022 (Please remember that places will be allocated in order of received registrations).

Course Overview:
This course will focus on the development of a business plan pitch for a start-up. Hamburg’s prosperity depends on innovation and entrepreneurship! Accordingly, we would like to work together in an interdisciplinary manner with doctoral candidates from:
- Business / Economics
- Computer Science
- Physics
at Universität Hamburg or partner institutions.

The aim is to generate reliable start-up ideas, plan and develop them, and finally present them to potential investors in two pitches.

The course is aimed at doctoral students who want to work in teams to develop and potentially start a company. In the joint course, teams of professors and managers supervise the doctoral candidates’ initiatives from the very beginning. Each start-up is assigned to one professor as well as one mentor from management and can obtain
targeted feedback from the interdisciplinary management teams during the start-up process.

The goal of the course is to provide comprehensive mentoring leading up to the possible founding of a start-up. In fact, companies have already been founded through such seminars (e.g., Familo, https://www.familo.net).

Course Description

Kickoff:

03.11.2022 (09.00 - 10:00)

Location: Moorweidenstraße 18, conference rooms, ground floor

We instruct the participants on personal idea generation. The goals, contents, and templates for this are explained. Likewise, we explain the process of the entire event and answer your questions. We also form the initial team members (3-4 people per team).

First idea pitch – “Team-internal pitches”

11.11.2022 (12:00 – 16.00)

Location: Moorweidenstraße 18, conference rooms

Each doctoral student will bring his/her own two ideas to this meeting. Each idea will be presented to their own team for 5 minutes. Then each team will give about 5 minutes of constructive criticism on each of the ideas presented. With 10-12 minutes per idea and breaks, this team-internal round will take about 3 hours.

In the remaining time, the comments are incorporated into the ideas presented. The team can create a first preference for the top-three ideas of the team, which will be reviewed during the week.

Second idea pitch – “Teams present to teams”

22.11.2022 (16:00 - 20:00)

Location: Zukunftskonferenz in der Hamburger Handelskammer
https://www.uni-gesellschaft-hh.de/aktuelles-und-veranstaltungen/veranstaltungen/konferenz-programm

Each team will bring their top-three prepared ideas to this meeting and will present each of these top-three ideas for 5 minutes in a rotating manner to:

- 1-2 other teams,
- a panel of startup representatives,
- the panel of professors.

Afterwards, the team must choose their best idea for the rest of the event. If, during the event, the best idea turns out not to be promising, the team can select a next idea from the remaining two and go through the process of qualification again.
In preparation, the teams make appointments with the supervising professors and the management teams for in-depth coordination of the pitch presentation 1.

**Input session: How to write a pitch deck**

**05.12.2022 (18:00 - 20:00 & after work with pizza and beer)**

*Location: Moorweidenstraße 18, conference rooms*

VC experts will provide insights in how to write a pitch deck. The aim is to prepare participants for the preparation of a business plan and determination of their financing needs. An initial introduction is given to the presentation of the business plan and financial requirements in a pitch deck, which should convince potential investors to finance the start-up. We show what is necessary for the first successful financing round.

**Presentation Session 1 (50% of grade):**

**Ideas: Value Proposition Design & Business Model Generation**

**10.01.2023 (16:00 - 20:00 & after pitch get together)**

*Location: tba*

Each team presents their idea, market, competition, and strategy to a jury that consists of experts and professors. Duration: 15 minutes presentation plus 10-15 minutes discussion per team.

After the presentation, the teams make appointments with the supervising professors and the management mentors for a more in-depth coordination of the final pitch presentation 2. In this phase, all teams will be networked very closely with the innovation or start-up centers at the individual universities.

**Presentation Session 2 (50% of grade):**

**Ideas: Business plan Validation - Final Pitch**

**07.02.2023 (16:00 - 20:00 & after pitch get together)**

*Location: tba*

Each team presents the final business plan including financial statements.

Duration: 15 minutes presentation plus 15 minutes discussion per team.

The teams with potential and the will to initiate their own start-up will be networked by us into the local but also international start-up scene on a sustainable basis.

Participating companies from the last years (management teams)