

Outreach in Entrepreneurship Education

UnternehmerTUM GmbH – an European example

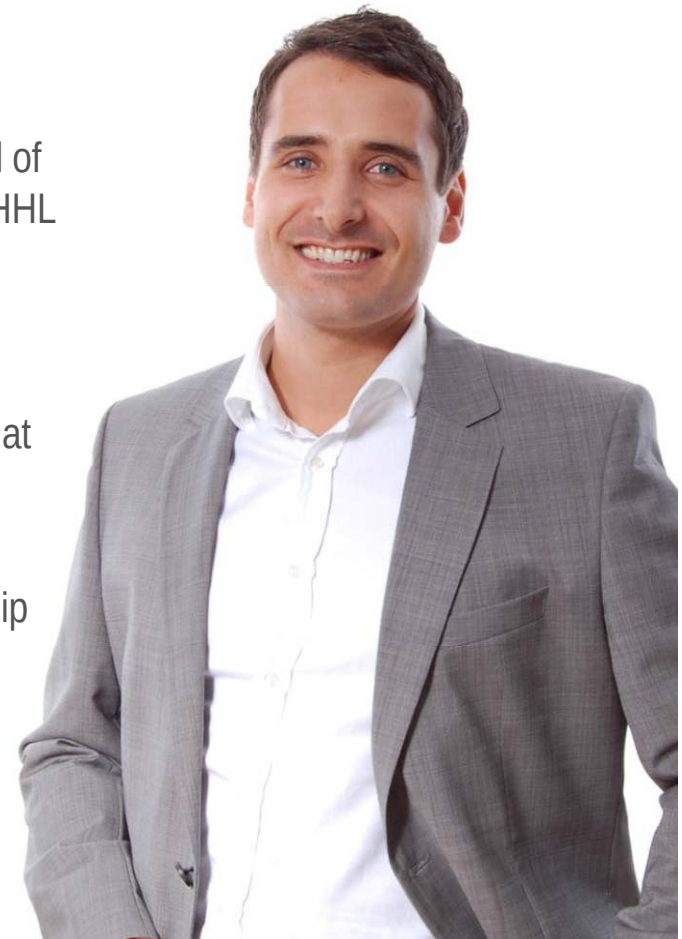
About me

Business:

- Executive Director of Executive MBA in Innovation & Business Creation at UnternehmerTUM – Center for Innovation and Business Creation at TUM
- Co-Founder and CMO of wikando – online fundraising community
- Several innovation projects for e.g. IBM, IDEO, BASF, chair for industrial design at TUM
- Marketing and Sales Manager of Ertl/Renz – mass customized ski boots

Academia:

- MBA at Technische Universität München (TUM)
- Visiting student at Hass School of Business at UC Berkeley and HHL – Leipzig Graduate School of Management
- Diploma in Sport Management at TUM
- Manage&More Entrepreneurship Education Program at UnternehmerTUM



Technische Universität München (TUM)



- Founded 1868
- 2006 University of Excellence
- 24,300 students
- 13 faculties
- 137 courses
- 5,178 researchers

TUM – The Entrepreneurial University



“The close cooperation between university and associated institute UnternehmerTUM forges a link between students, scientists and industry, thus boosting the integration of the university into the professional and corporate markets”

.....

Wolfgang A. Hermann
President of TUM



“Through my commitment, I want to encourage entrepreneurship in Germany. As an entrepreneur I know that the work of UnternehmerTUM is an important step towards a new entrepreneurial culture in our society.”

.....

Susanne Klatten
Chairwomen of the supervisory board of UnternehmerTUM

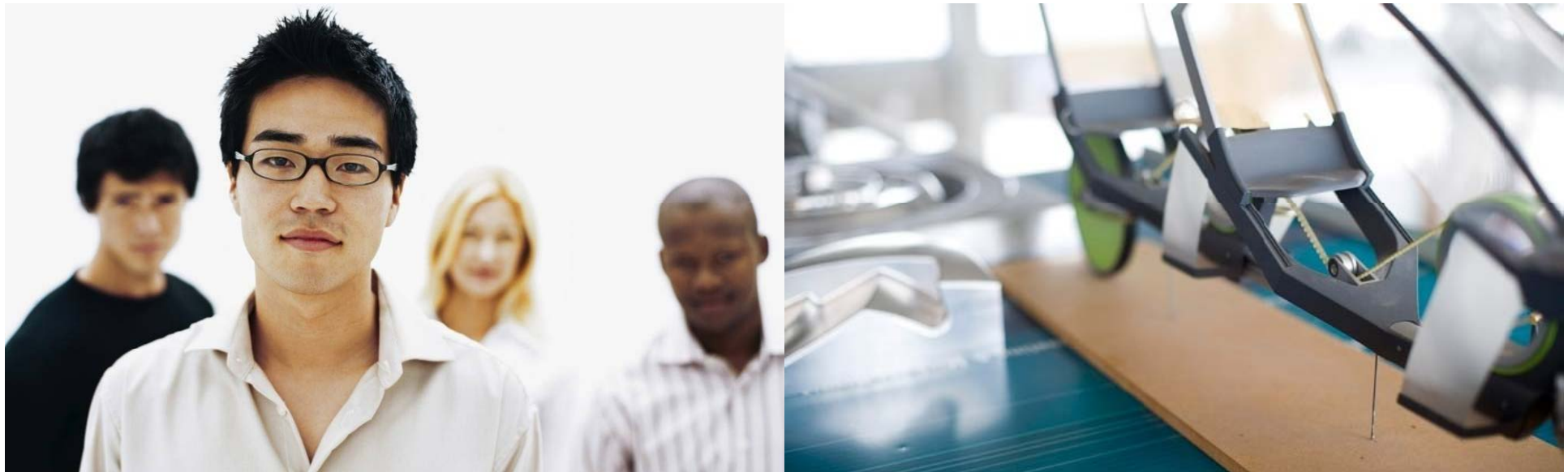
UnternehmerTUM – The company



unternehmertum
Center for Innovation and Business Creation at TUM

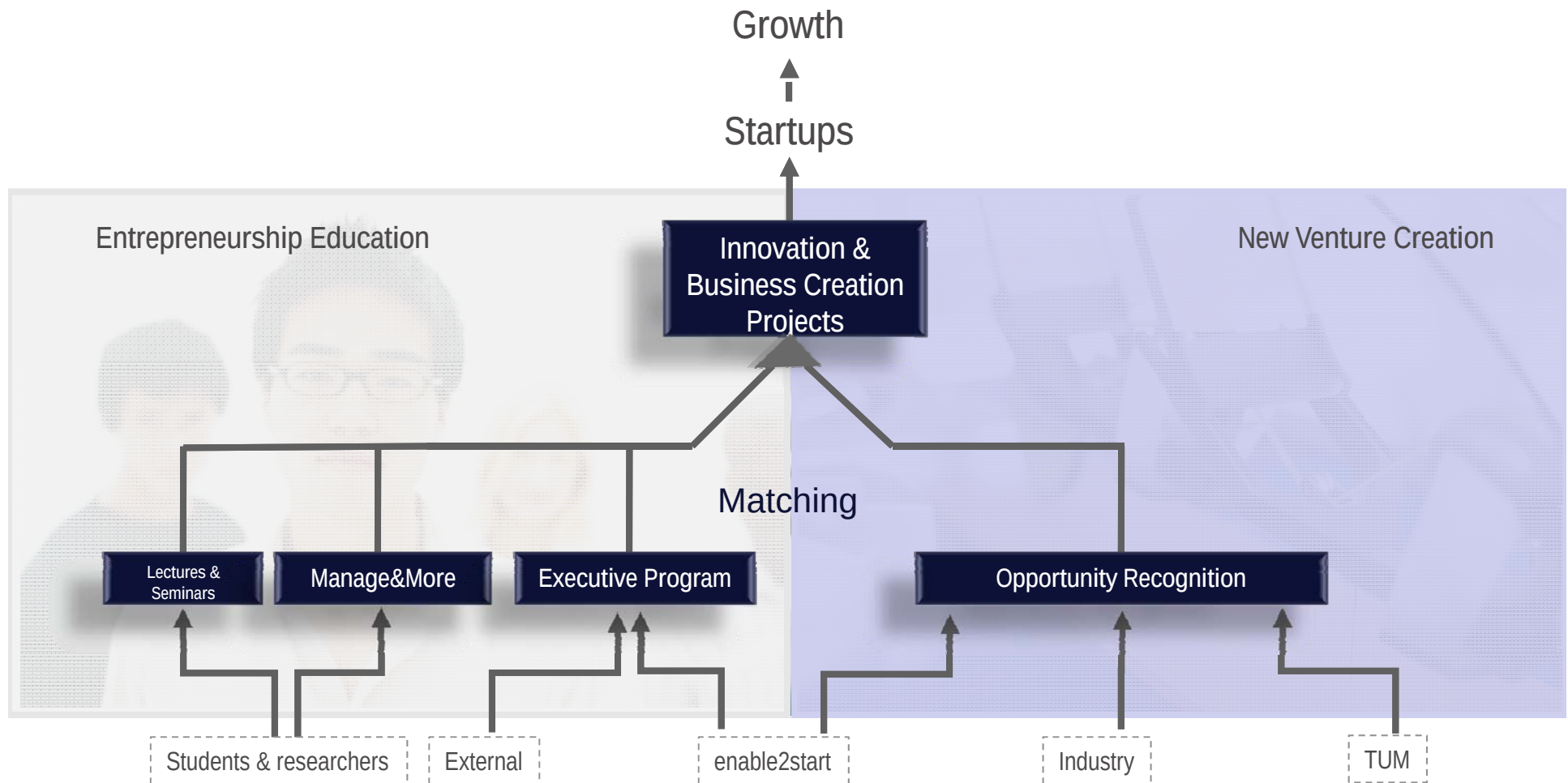
- Founded in 2002
- Associated Institute at TUM
- Shareholder Susanne Klatten
- Over 40 employees
- 1,000 participants in lectures / year
- 30 innovation projects / year
- 20 startups / year

Key competencies

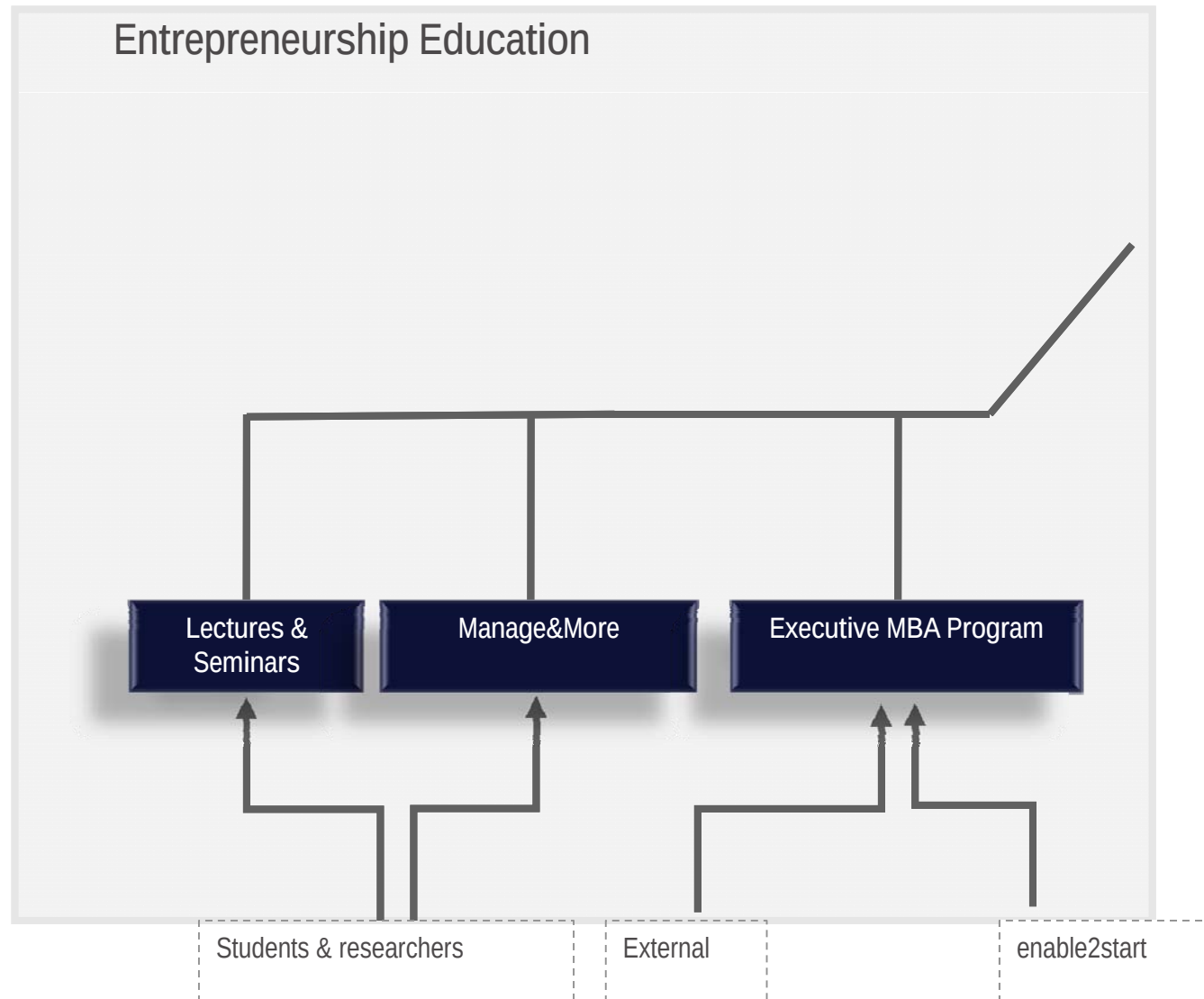


We develop entrepreneurial talents and entrepreneurial opportunities

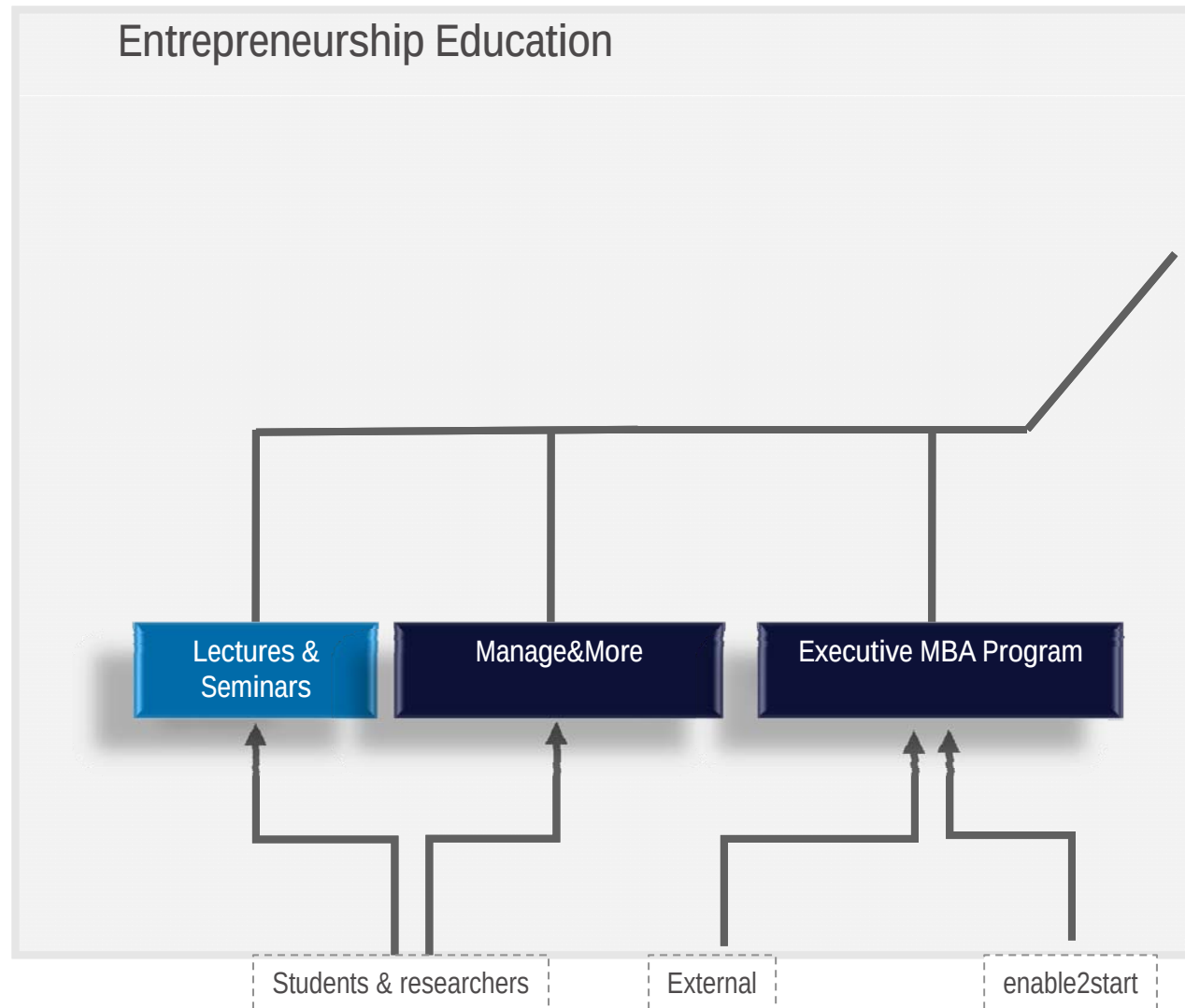
UnternehmerTUM - Process



Entrepreneurship Education at UnternehmerTUM



Entrepreneurship Education at UnternehmerTUM

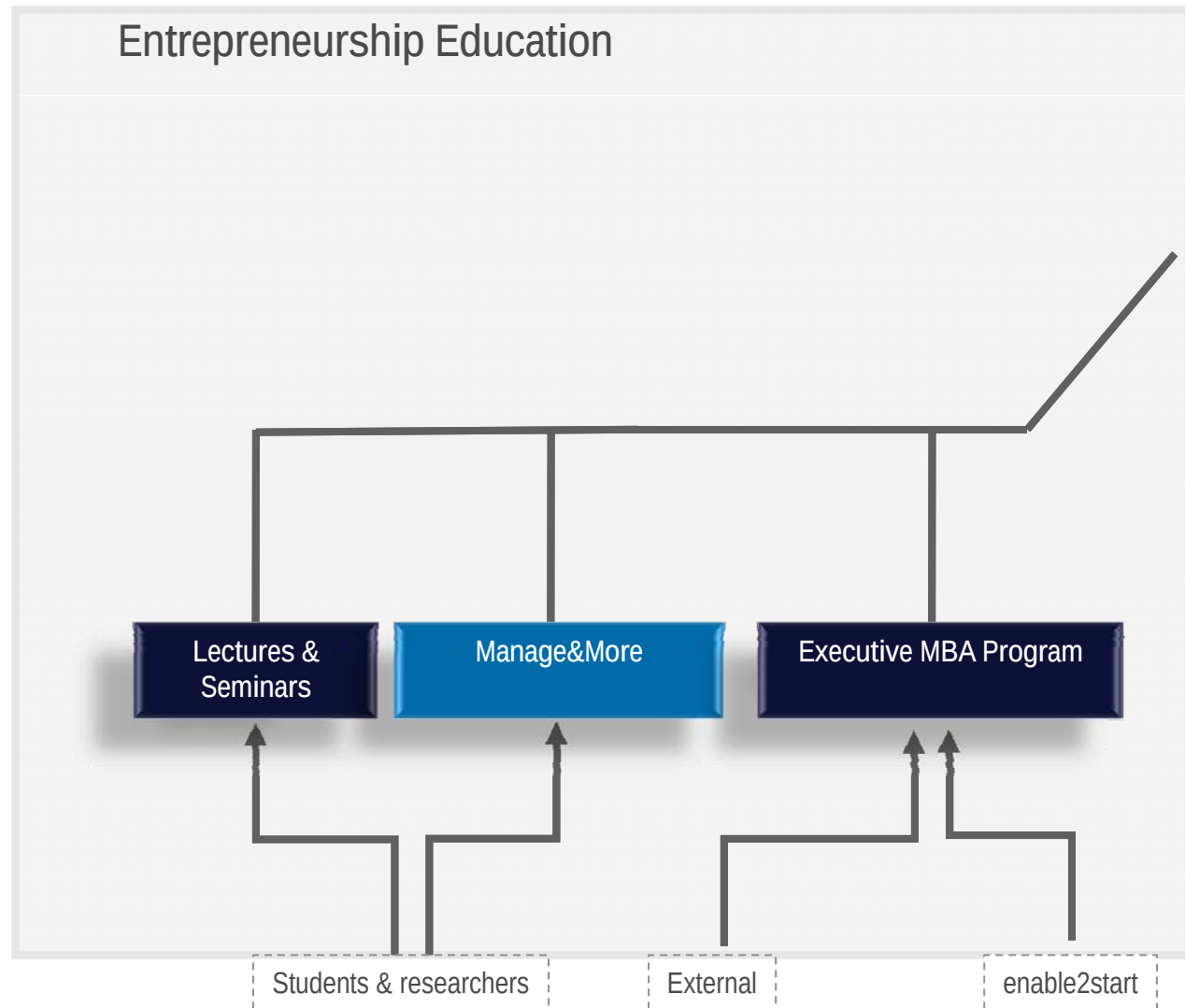


Lectures & Seminars



- Lecture ‚Innovative Unternehmer‘
- Business plan seminars
- Spring school
- Summer school
- handbook key competencies

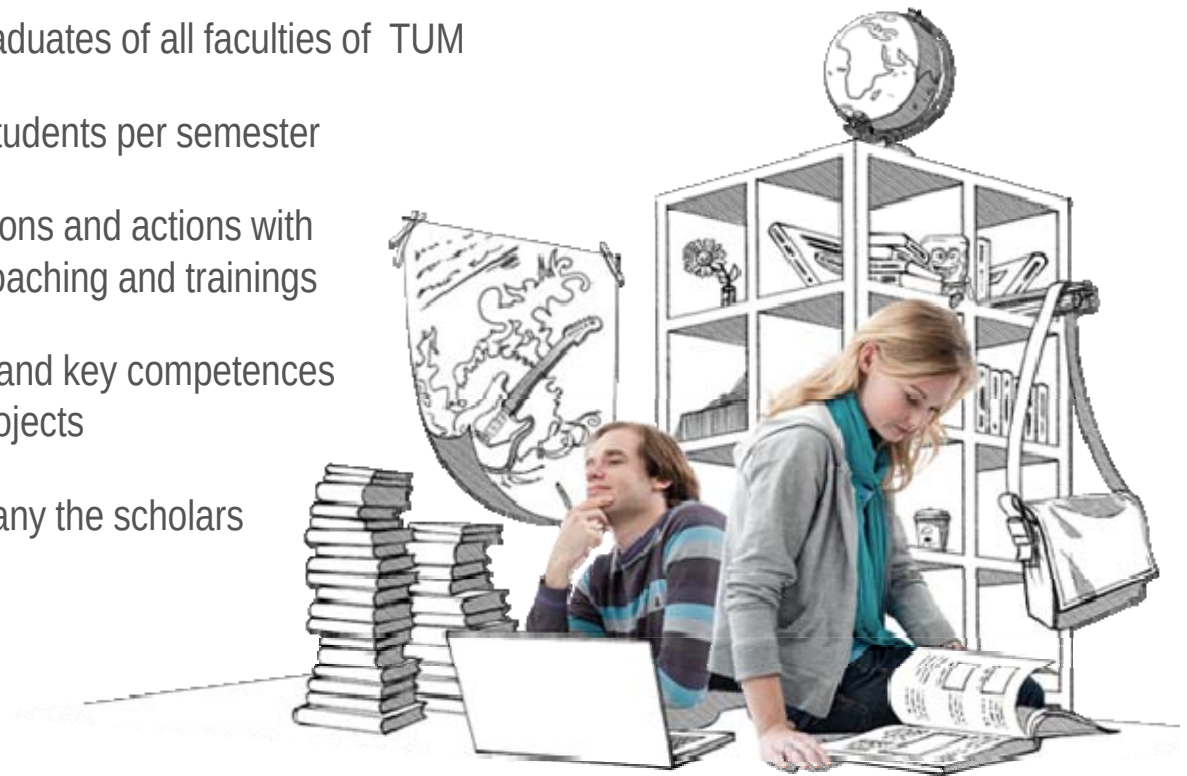
Entrepreneurship Education at UnternehmerTUM



Manage&More

Entrepreneur of tomorrow

- 18-months entrepreneurship program of UnternehmerTUM
- Interdisciplinary: students and post-graduates of all faculties of TUM
- 20 ambitious and highly-outstanding students per semester
- Development of entrepreneurial intentions and actions with practical organization management, coaching and trainings
- Transfer of entrepreneurial know-how and key competences through practical work in innovative projects
- Mentoring: business partners accompany the scholars
- Opportunities for Networking



Entrepreneurship education in projects



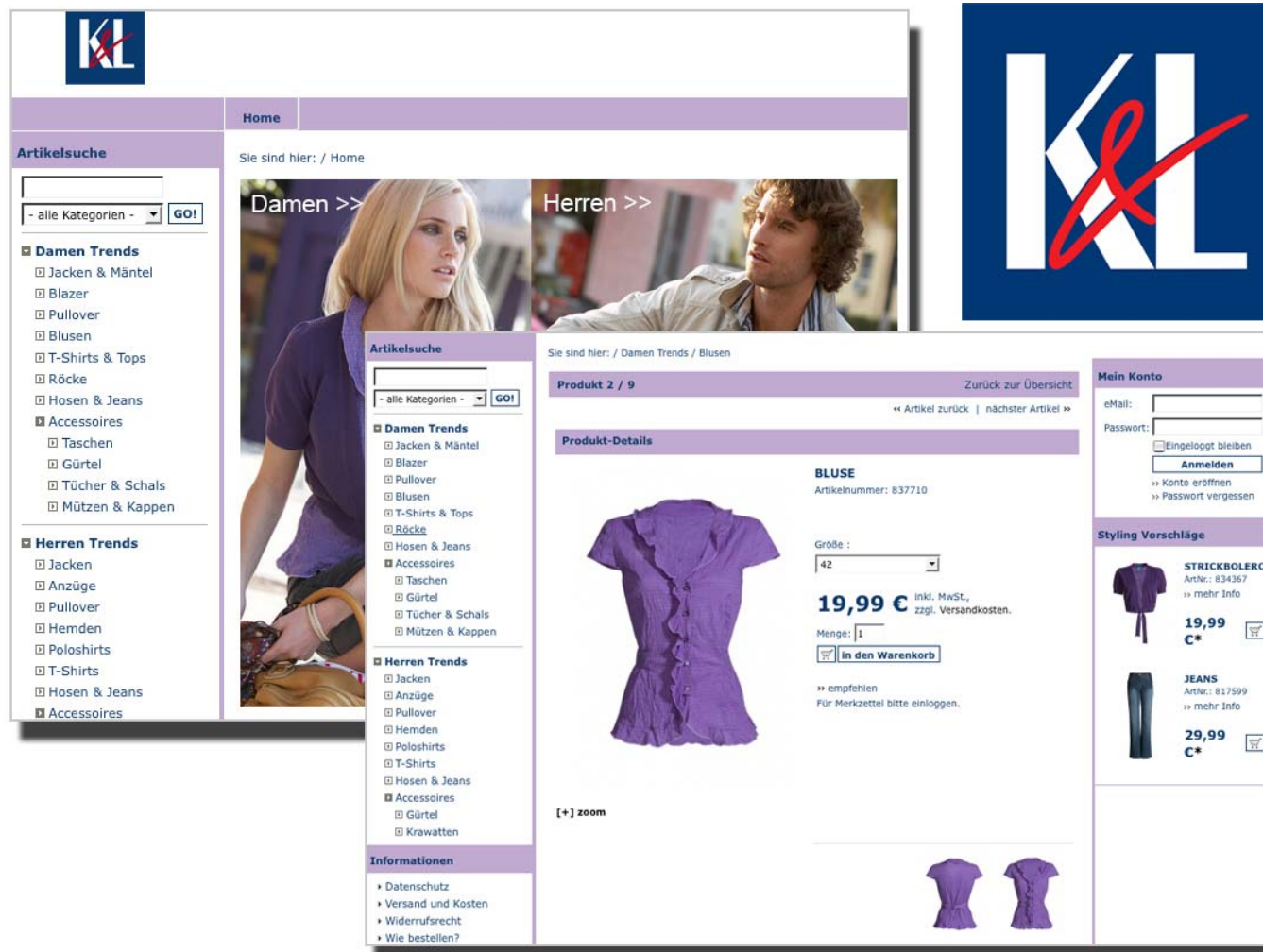
1st Step: Team Project

- 20 Manage&More scholars work together in their first semester and prove themselves in a real industry project
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month
- Time effort: about 15 h/person weekly

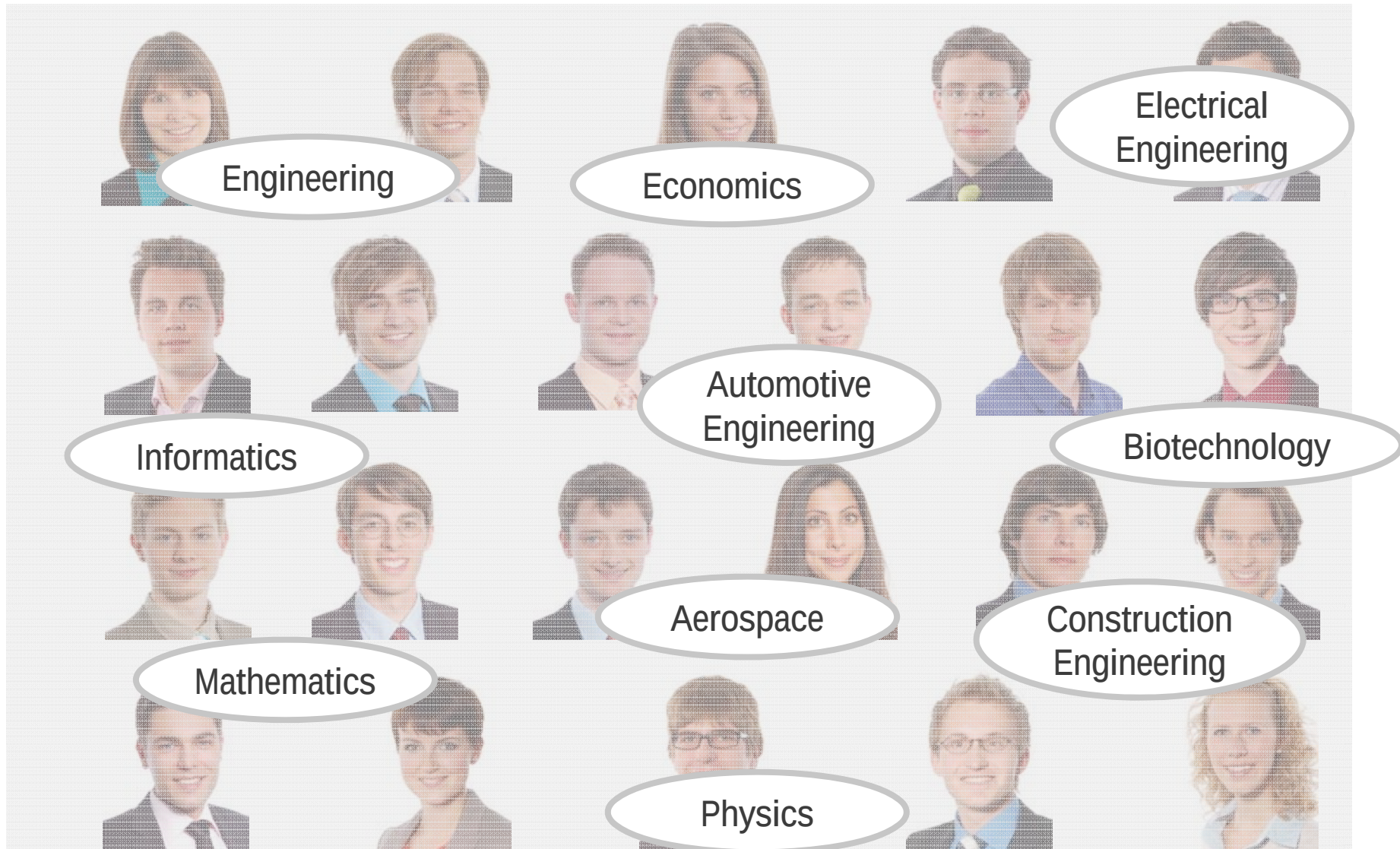


Example: Team Project of 2009 in Cooperation with K&L Ruppert

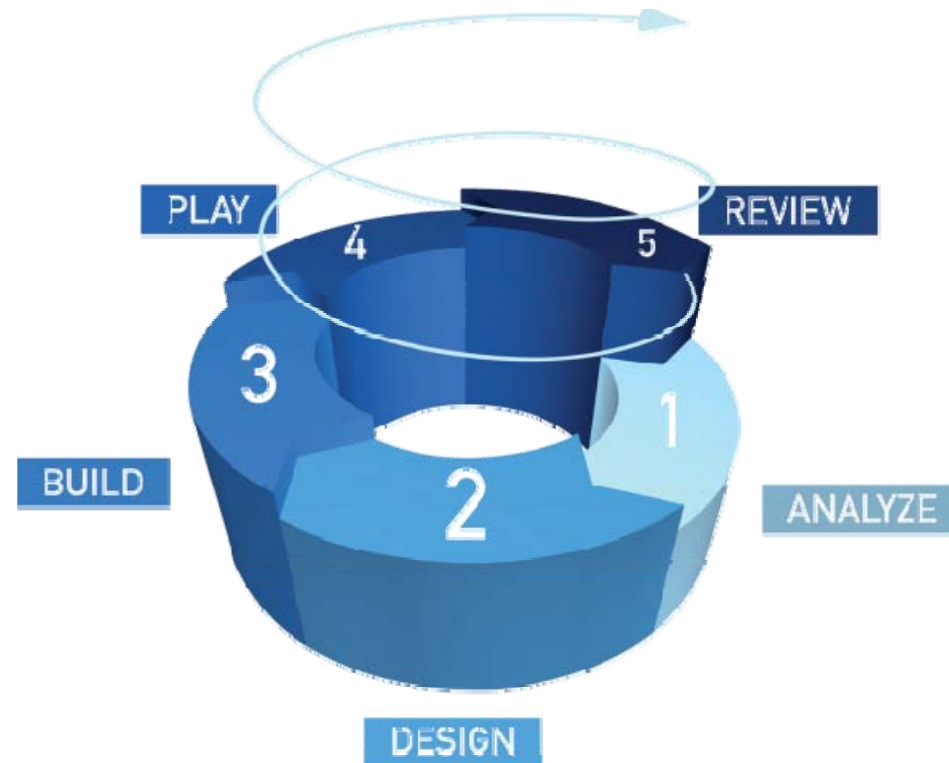
Strategic Approaches: Online- Shop Optimization for K&L Ruppert



„We are working in interdisciplinary Teams“



The team finds solutions in an iterative way

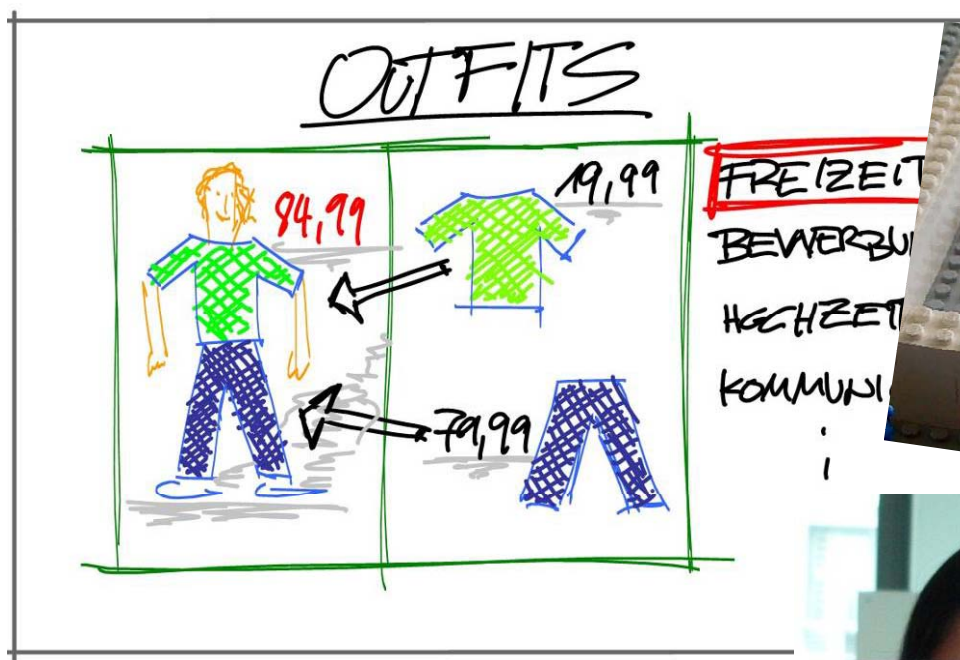


Analyse

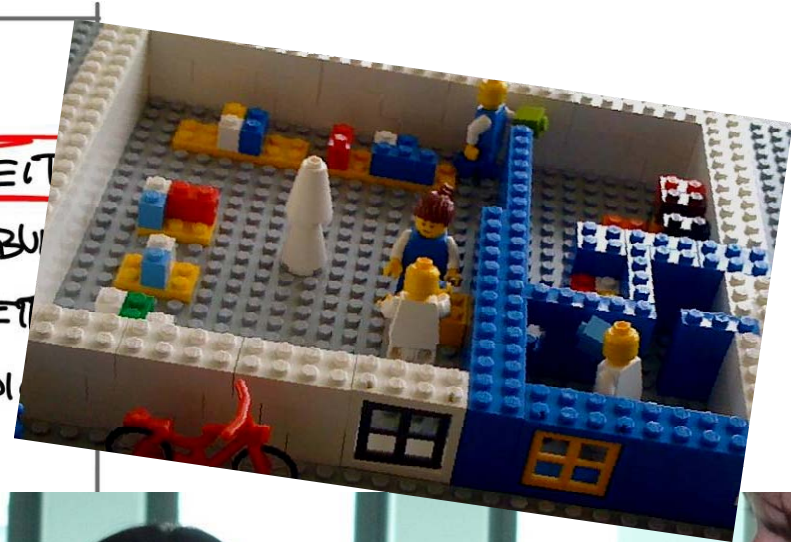


- Surveys and observations of different customer types and other stakeholders in their context
- Self awareness tests: what is the difference of shopping and online shopping
- Market and Competition Analyses as well as Benchmarks
- Focal areas: specific needs, demands, wishes, longings and dreams of people
- Emphasis is to look intensively into prospective customers and potential users

Design



FREIZEIT
BEWERBUN
HOCHZEIT
KOMMUNI
;



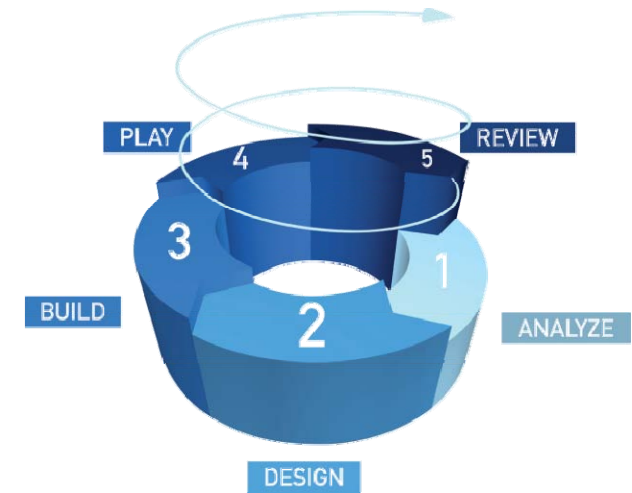
- Students used social prototyping
- Work on first solutions
- Reveal unknown unknowns
- Reveal challenges in implementing the solutions
- Communicate better



Build, Play, Review



- First prototypes of new online shop
- Show prototype to stakeholders
- Get feedback



Final result:

New search mechanism

New visual language

New categories

The screenshot displays the K&L website interface. At the top, the K&L logo is on the left, and the text 'Trends mit Tradition' is in the center. On the right, the 'Warenkorb' (Shopping Cart) shows '2 Artikel / 24,99 EUR'. Below this is a search bar with the placeholder text 'Suchbegriff, Art.-Nr., Anlass'. A navigation bar contains links for 'K&L Sport', 'Elegant/Klassik', 'junge Mode', 'Kids', and 'Tracht', along with 'Login' and 'Profil anlegen'.

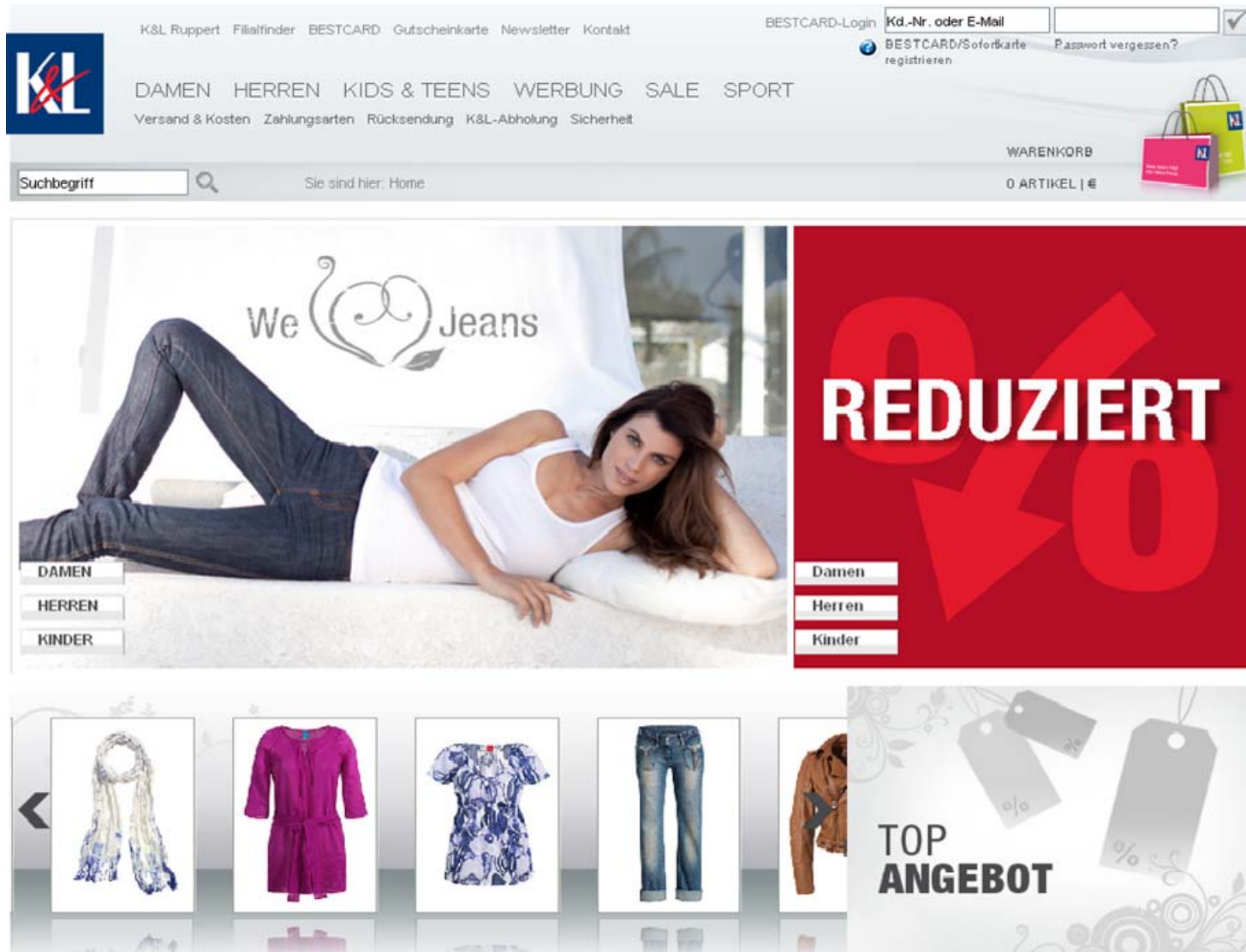
The left sidebar features a search mechanism with the following sections:

- Auswahl eingrenzen:**
- Typ:** A grid of icons representing different clothing types, with one icon (a shirt) highlighted by a red circle.
- Farbe:** A grid of color swatches, with one swatch (red) highlighted by a red circle.
- Größe:** A grid of size options, with '3-6' and 'XS' highlighted by a red circle.
- Material:** A dropdown menu with a '+' icon.

The main content area features a large image of two men on a sailboat, labeled 'K&L Sport'. Below this are four smaller images representing different categories:

- K&L Kids:** A group of children in winter clothing.
- K&L Tracht:** A group of people in traditional Bavarian clothing.
- K&L Elegant/Klassik:** Three men in business suits.
- K&L Junge Mode:** A group of young people in casual clothing.

The real onlineshop today:



2nd Step: Industrial Project

- 4-5 Manage&More scholars work together in a real Industry Project
- Project leader: a Manage&More scholar
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month
- Time effort: about 15 h/person weekly



3rd Step: Self-Initiated Project

- 4-5 Manage&More scholars work together in a real Industry Project
- Project leader: a Manage&More scholar
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month
- Time effort: about 15 h/person weekly



One Example of successful founding – komoot GmbH

- Technological Know-how and all Team-members: Students from University
- Entrepreneurial education with Manage&More for both founders Markus Hallermann und Tobias Hallermann
- Assistance and consulting for the team from project start 2008 till founding 2010

Navigation-solutions
für outdoor-experiences



komoot GmbH: individual routes, designed for you

Idea summer
2007

Summer term
08/09

BP seminar 1



Sommer 07 Herbst 08 Winter 08 Frühling 08 Sommer 08 Herbst 08 Winter 09 Frühling 09 Sommer 09 Herbst 09 Winter 10 Frühling 10

komoot GmbH: individual routes, designed for you

Manage&More
project (1st
iteration)

Market research
improvement of
prototype

Worked with key
principles

Parallel business
plan seminar by
UnternehmerTUM
and won
start2grow



Observations,
interviews,
surveys

Result target
customer older
than expected
around 50 years

komoot GmbH: individual routes, designed for you

Manage&More
project (2nd
iteration) in
winter term
08/09

Beter prototype

Winning other
business plan
competition

First media
awareness



Government
funding Exist
scholarship

Target of project
first prototype
test

Sommer 07 Herbst 08 Winter 08 Frühling 08 Sommer 08 Herbst 08 Winter 09 Frühling 09 Sommer 09 Herbst 09 Winter 10 Frühling 10

komoot GmbH: individual routes, designed for you

Manage&More
project (3rd
iteration) in winter
term 09/10

New company
name

Working on
Marketing and
business model
with
UnternehmerTUM
experts

Office space
and Project at
UTUM



komoot GmbH: individual routes, designed for you

Company founded in
Mai

More than 15.000
app downloads

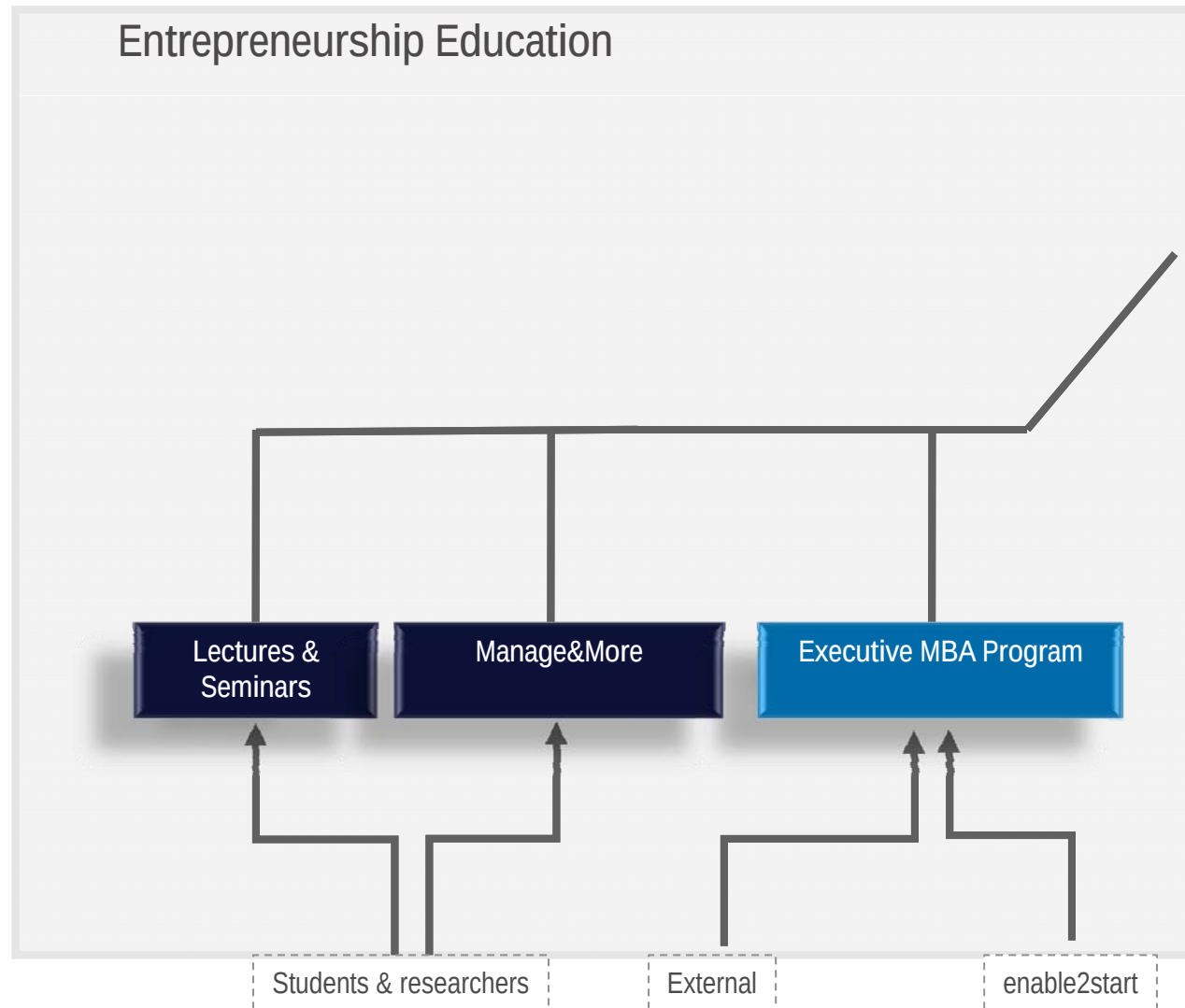
Two digit sales for
premium subscription
version 4,95/ month

More successes at
BP competitions

Now closing financing



Entrepreneurship Education at UnternehmerTUM



EXECUTIVE PROGRAM **IN INNOVATION & BUSINESS CREATION**



EMBA overview

- 12 month, part-time program at UnternehmerTUM
- for intra- and entrepreneurs
- 70 days of excellent academic management education (MBA)
- 30 weeks individual start-up and innovation coaching
- Platform to develop innovations and new business models
- Systematic innovation process



Students

- Average age: 34 years
- Work experience: 8,3 years, leadership experience 4,3 years
- Academic background: economics, engineering, computer science, social science, medicine, others
- Professional background: financial services, lifestyle, engineering, media, it services, web, consulting, others
- Nationality: 29% from abroad – (Vietnam, South Africa, New Zealand, Mexico, Nigeria, Israel, Bulgaria, South Korea, Chile, Venezuela, Belgium, Greece)



Emphasis on Innovation & Business Creation

Management Foundations

- Strategic Management
- Finance
- Accounting
- Economics

Fundamentals in: Entrepreneurship Innovation Management

- Opportunity Recognition
- Business Planning
- Prototyping
- Market Selection
- Product and Service Design
- Entrepreneurial Teams

Operational Excellence

- Supply Chain Management
- Purchasing
- Operations Management
- Manufacturing
- Marketing
- Sales
- After Sales Service

Leadership, Organization and Communication

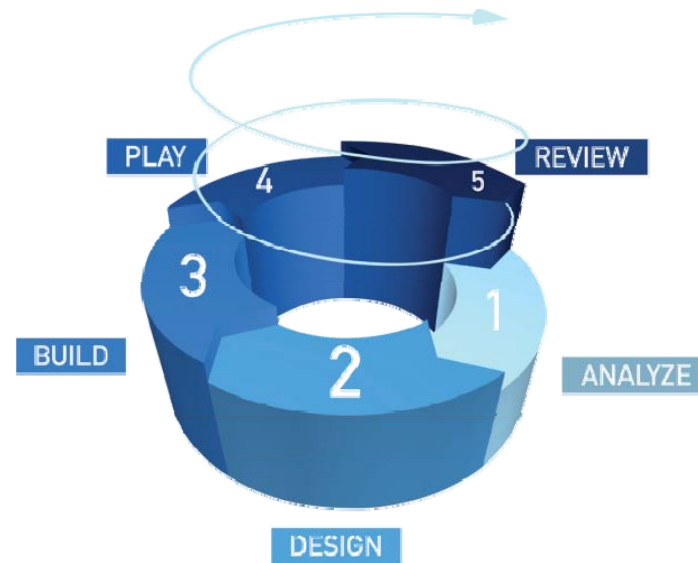
- Leadership Systems and Strategic Planning
- Open Innovation
- Discontinuous Innovation
- Change Management
- Leadership and Motivation
- Negotiation

New Venture Creation

- New Venture Finance
- Risk Management
- Legal Environment
- Growth and Operational Excellence
- Globalization
- Cultural Dimension of Technology



Project Modules



- Project modules start in June
- interlink your individual real tasks with the course of study (rather than parallel)
- immediately activate the learning's for your personal challenges
- drive your start-up, your innovation or your business creation project faster, more successful and with less risk
- benefit from UnternehmerTUM's toolboxes
- benefit from a systematic innovation process approach

Make Ideas Real!

Prototyping while creating new Product and Service Solutions



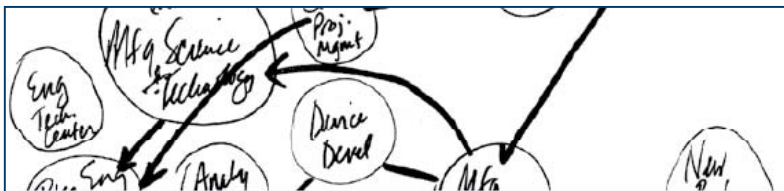
Models



Storyboards



Roleplay



Diagrams

Prototyping allows you to quickly and cheaply make ideas tangible so that they can be tested and evaluated by others - before you've had time to fall in love with them."

(IDEO, Human Centered Design Toolkit, 2nd edition)

Visualization and Prototyping at UnternehmerTUM

Ideation

- » interaction design, visual idea generation
- » material library, function kit, paper prototyping



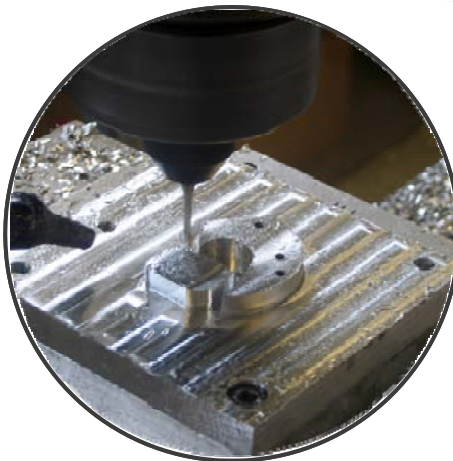
Informatics

- » web 2.0 and mobile application
- » client/server- framework with configurator
- » www.innosales.eu



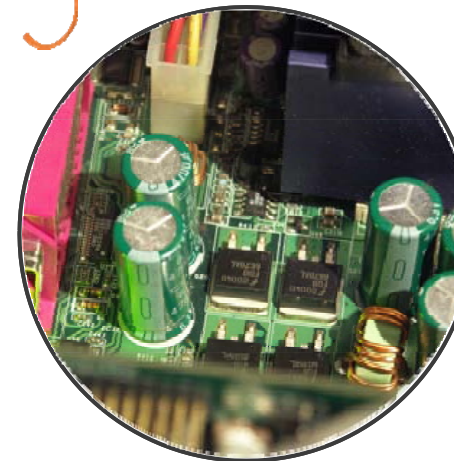
Mechanics

- » wood, metal- and plastic processing
- » CAD, CNC- processing, rapid prototyping



Electronics

- » "smart consumer devices", "embedded systems"
- » electronic/mechatronics work spaces, phidgets, LabView



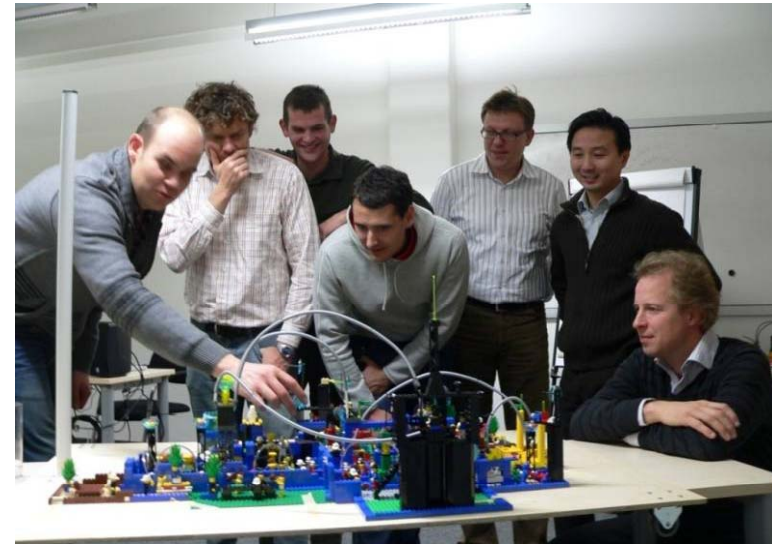
Experts at UnternehmerTUM and its external network

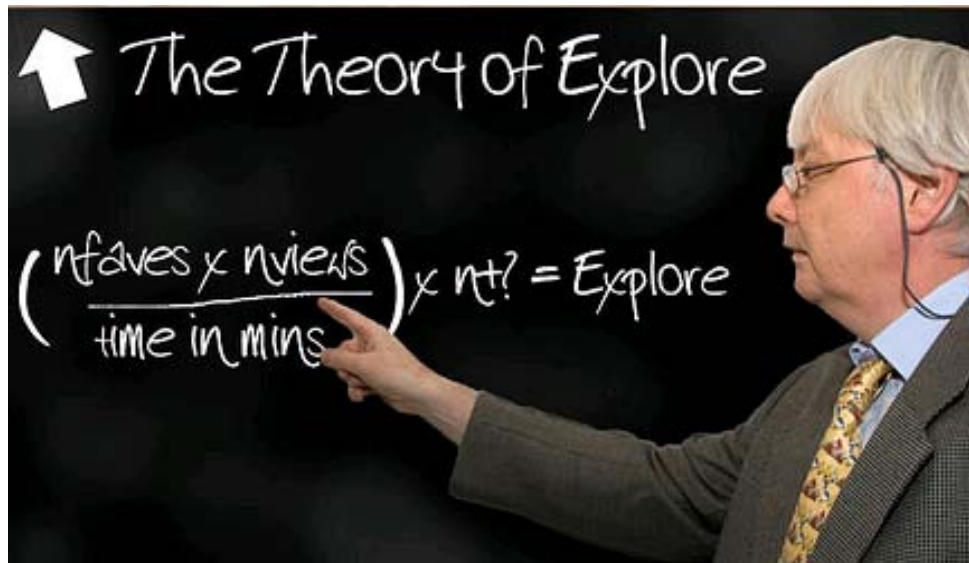
- Professors
- Professionals
- Entrepreneurs
- Project Advisors



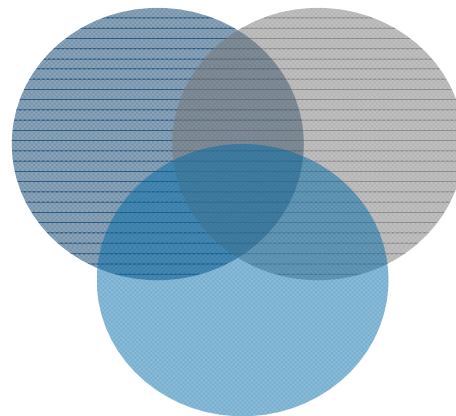
Learning and teaching methods

- Action based learning
- Case oriented
- Highly interactive seminar character
- Excellent student lecturer relationship





academia



coaching

Individual project

Program Overview

Start: April 30, 2011

Number of participants: up to 20 persons

Location: Munich, Leipzig, Silicon Valley

Tuition Fees: EUR 28,000

Program Duration: one year, part-time (full-time in May, then every other weekend on Fridays, Saturdays and Sundays)

Degree: Executive Master of Business Administration, MBA (TUM)



Case Study: Experiences based on the “Service Sourcing Project 2008”

Business:

Working in IT business in a big corporation

Academia:

Executive MBA in Innovation & Business Creation (2008/09)

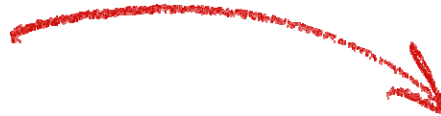
Project:

Work on a business problem within the EMBA Program



The Story

Someone (not being responsible), having an Idea ...



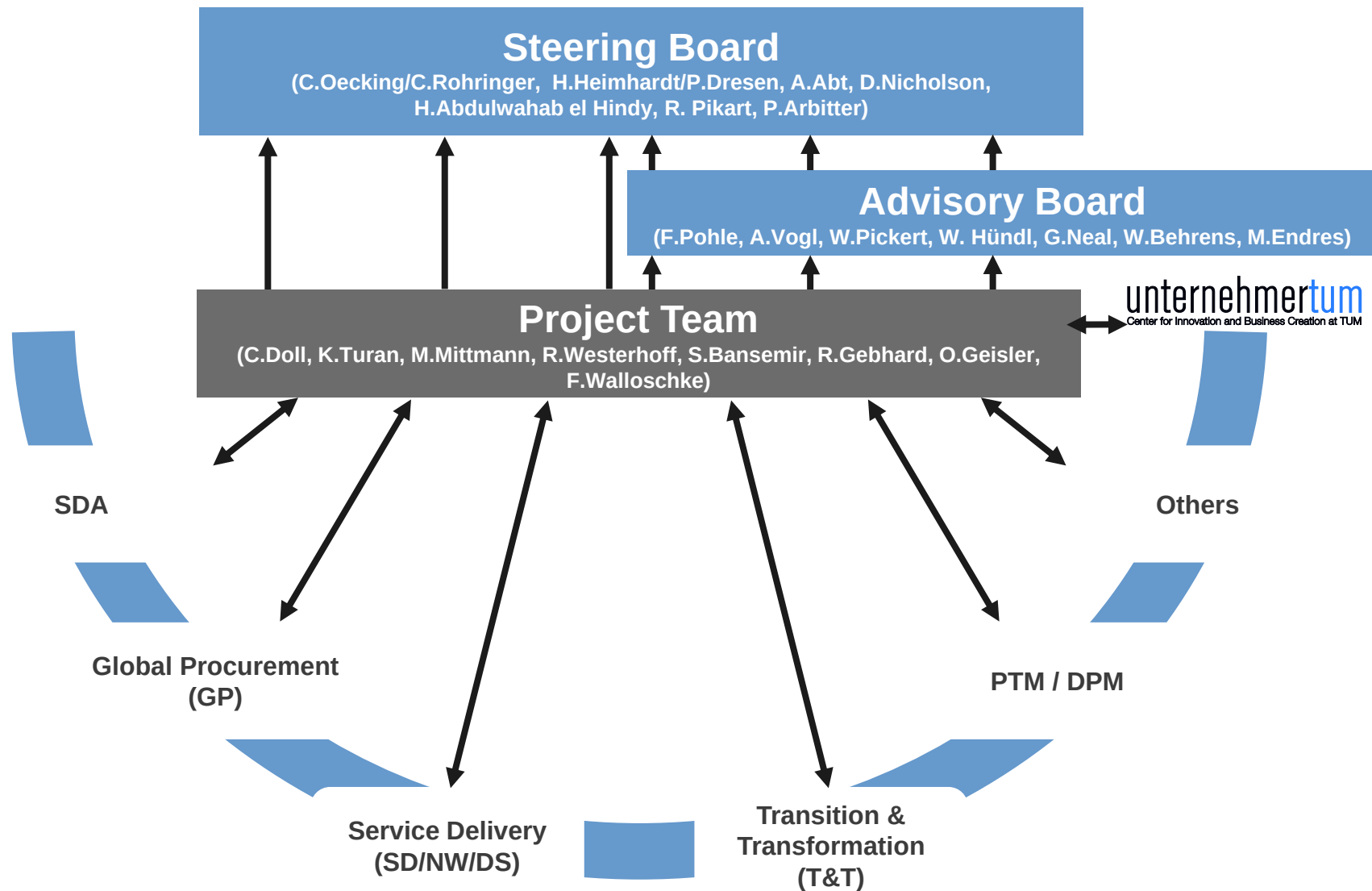
The idea: Development of a business concept how to engage and manage external service providers along customer project lifecycles.

The Project

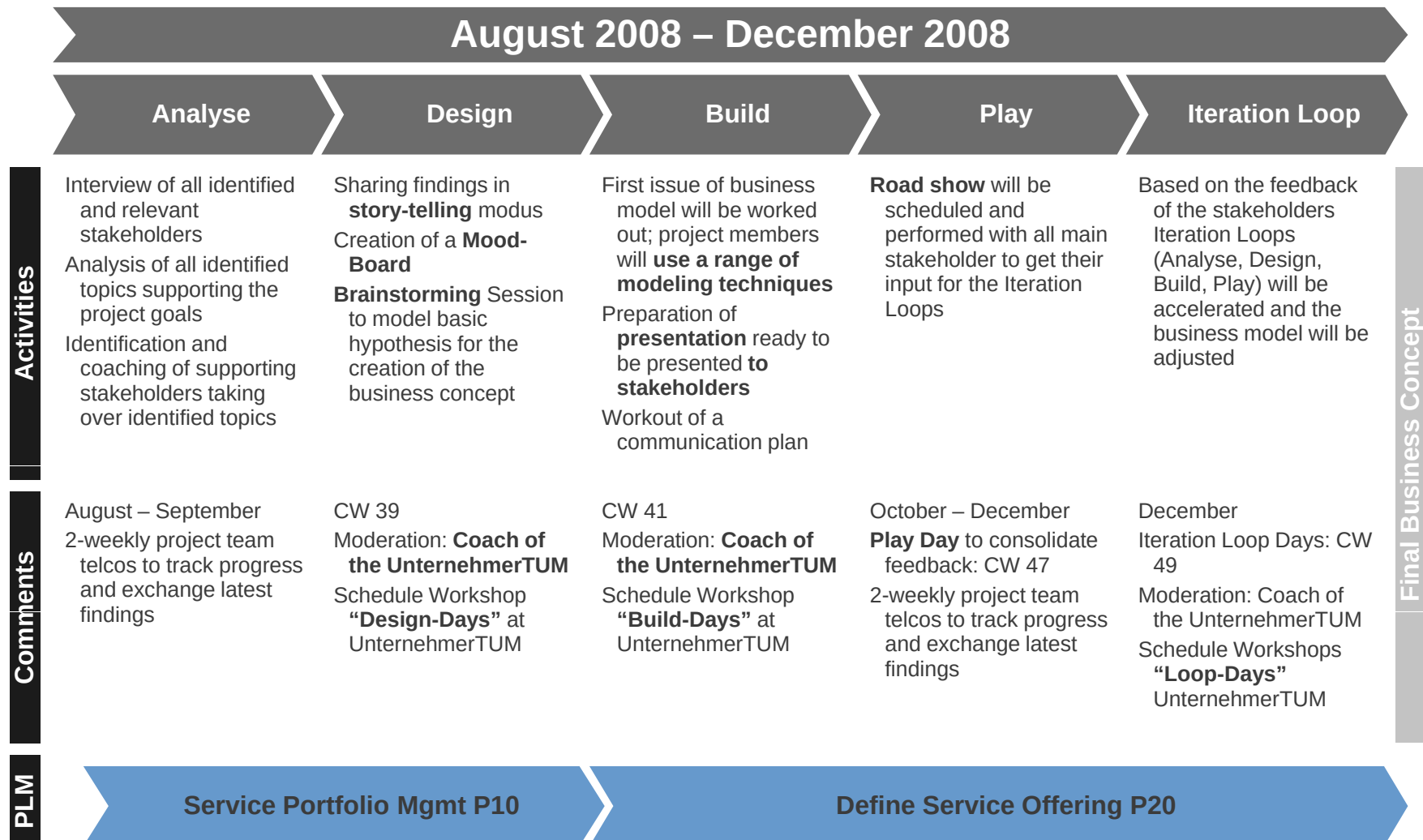


- 5 months project duration
- Budget for one “man-year”
- Interdisciplinary project team of 8 project members
- 16 steering / advisory board members
- 1 project advisor
- Some 50 interviews performed
- Some 40 studies analysed
- 4 workshops (each 2 days)
- 4 board presentations
- Innovative techniques used

IT Service Innovation



The Project Plan



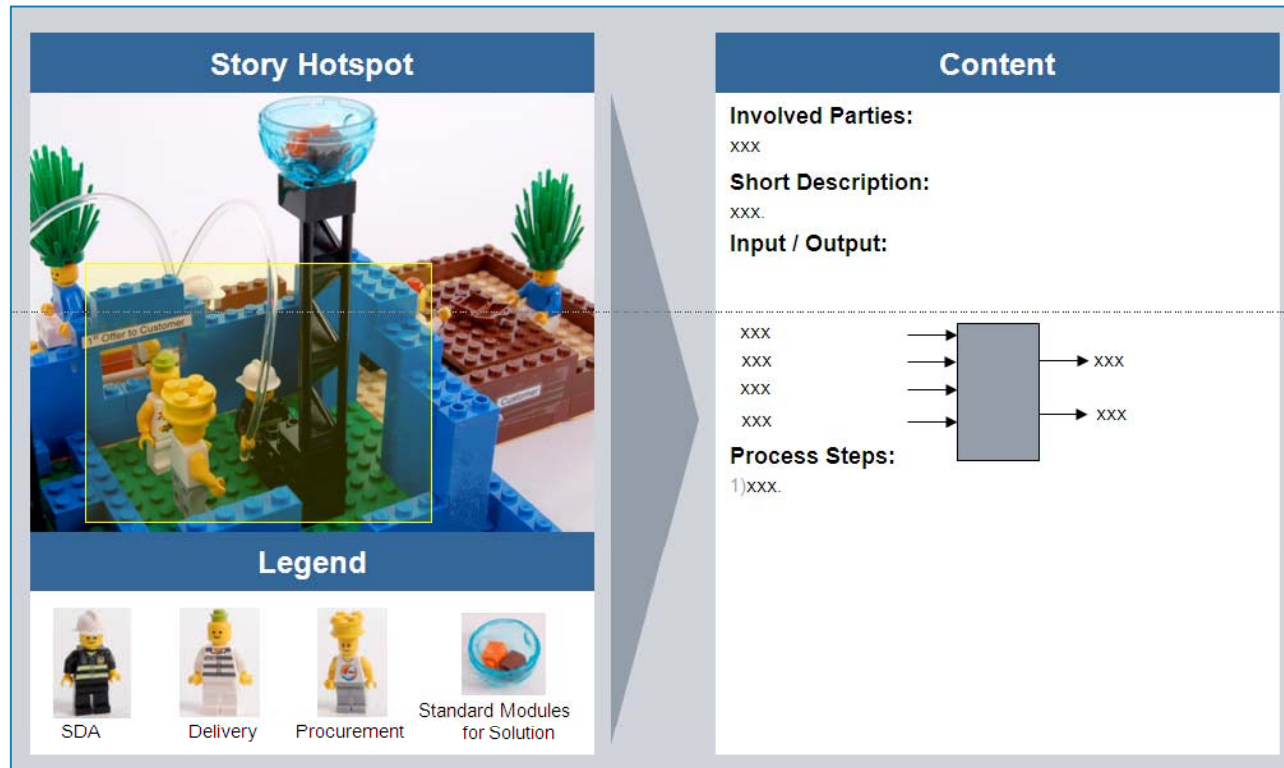
Prototype Legend



3D-Prototype



IT Service Innovation



The Status per Today

- 3 different department are implementing most of ideas of the business concept
- Several positions got created
- „Service Sourcing Project“ is used as a reference for other projects



Case Study innosabi

innosabi®

EMBA 2009/2010

EXPERIENCE CATHARINA VAN DELDEN, FOUNDER

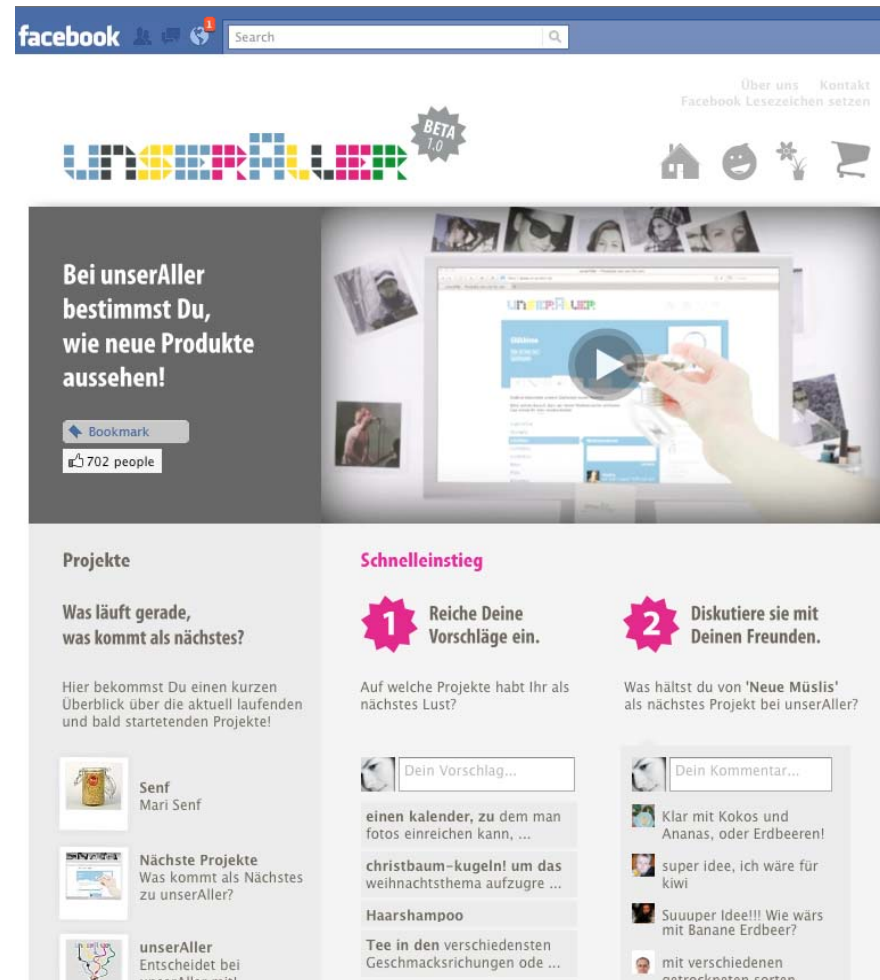


VENTURE: INNOSABI

innosabi is an open innovation enabler. With the facebook application www.unserAller.de users develop line extensions and become brand ambassadors in social networks.

„Bieten Sie Ihren Kunden das „Du“ an.“

- Customers discuss suggestions in standardized processes and vote for the best ideas.
- Companies define the solution space. The submitted suggestions are tested for usability. This is how it can be ensured that the final results perfectly fits the project partner.
- Viral spread of brand names in facebook and other internet communities is encouraged via playful product development.

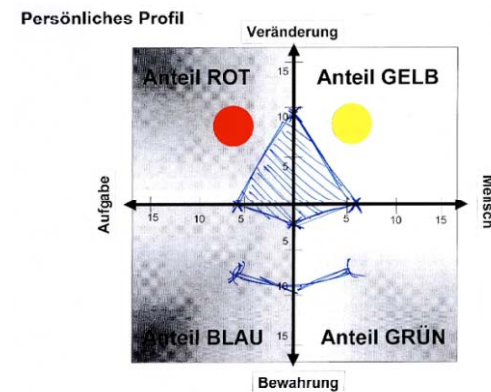


TOOLS USED DURING EMBA

Various tools were used during the course of the eMBA. Goals were mainly team and business model development.



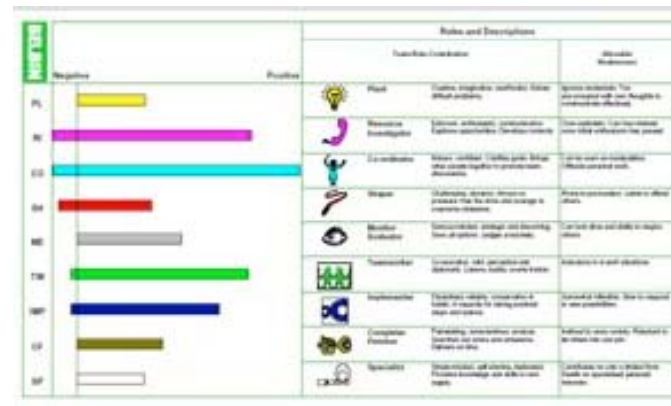
Lego serious play



Team-Workshops



Business model canvas



Belbin test

LESSONS LEARNT

Numerous guest lectures and discussions have left a long-lasting impression.



“Try, fail, try, fail, try, **fail**, try, succeed.” – *Lukasz Gadowski, Spreadshirt*

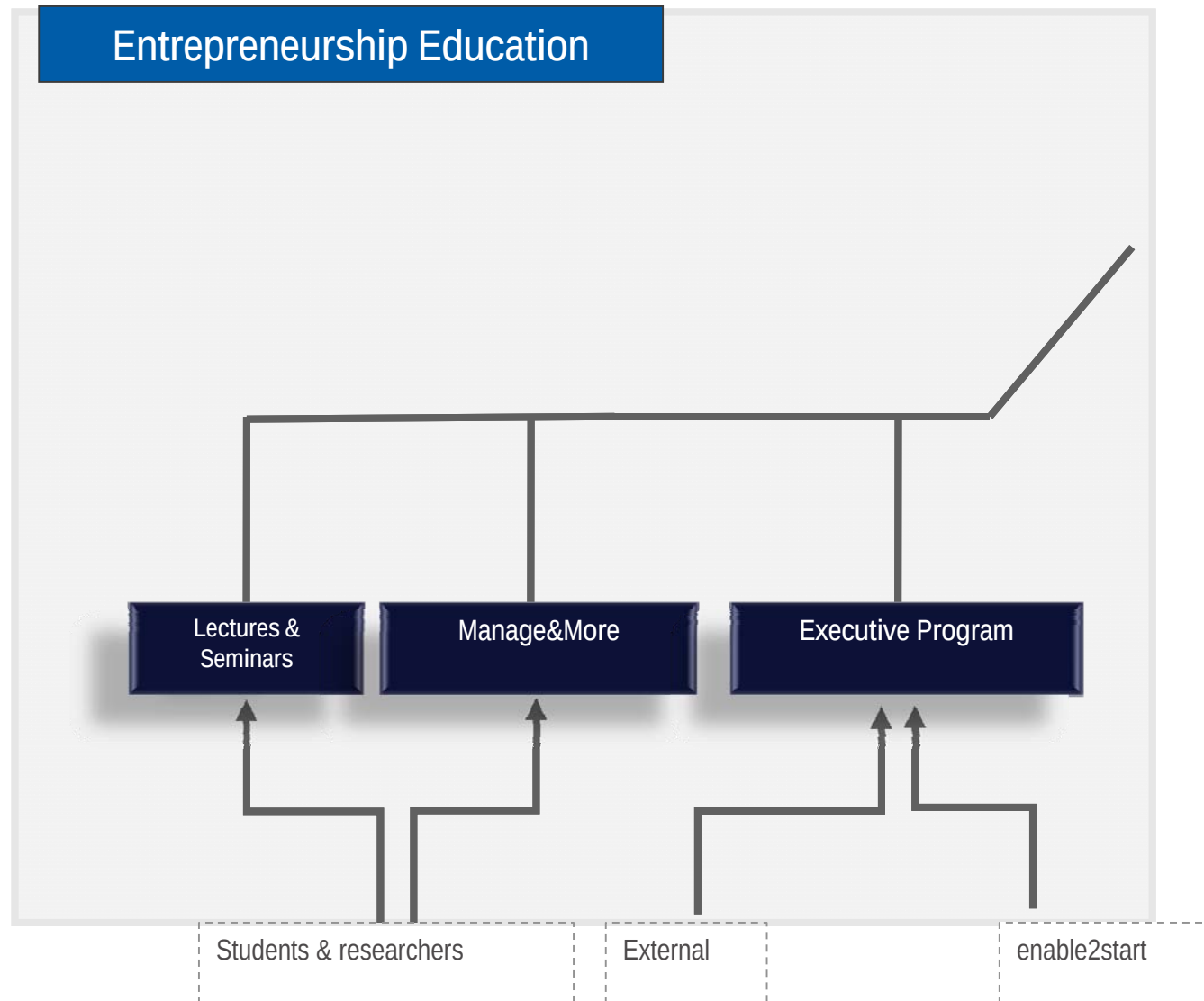


“If you are founding a company for other reasons because you like the style of working it is not worth it. You need to **love** what you do.” – *Dr. Thomas Alt, Metaio*



“Try with very simple **prototypes** before you spend the big money” –*James Hong, savemyass.com*

Entrepreneurship Education at UnternehmerTUM



Are there success factors in Entrepreneurship Education?

My thoughts:

- Learning by doing: hands on experience
- Design thinking helps
- Work on real cases
- Get in contact with entrepreneurs & practitioners

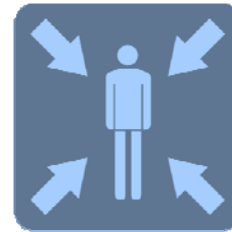


Methodical approach at UnternehmerTUM

guiding principles



Interdisciplinary team



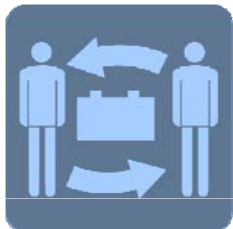
Human centered approach



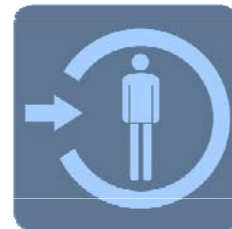
Iterative innovation process



Context of stakeholders



Social prototyping



Holistic view on the problem

UnternehmerTUM Startups



Our Partners



Contact

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