

## DESIGN YOUR BUSINESS



### Content

The foundation of one's own start-up has been an accepted career path for a long time. Our course targets all entrepreneurs who are considering starting their own business and who have already gained professional experience in a conventional work environment. All process steps from customer analysis to storytelling and pitch training are covered. Complex topics are explained in an easy and understandable way and different methods like Design Thinking and Lean Start-up are explained and analyzed. Different types of financing such as Crowdfunding are discussed and tried out. Through the combination of theory and practice, the ability and mindset for any form of innovation is laid. With many modern tools and instruments, the participants will learn how to work out any business idea in a vivid way.

### Target Group

Entrepreneurs and future founders looking for a well-founded basic course that not only imparts theoretical knowledge, but also provides practical experience in the implementation of their own idea. A mature own idea is not necessary to start the course, but can be worked on during the course.

### Why this program?

Participants study the foundations and theories of establishment processes based on their own idea (may be developed together). The idea brainstorming in the ideation workshop ensures that all participants can work on their own concrete idea during the seminar. The virtual format with only one fixed weekly date offers the possibility to shape the individual further education as independently as possible. At the same time participants can still benefit from the exchange in the group.

### Academic Director

Prof. Dr. Helmut Krcmar

**Lecturer:** Dr. Katharina Willis has many years of experience in start-up and innovation management and has already successfully accompanied a large number of companies in the start-up phase. Moreover, she also anchored the intrapreneurship spirit in already established companies.

### Requirements

No Requirements

### Contact Person and further information



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### Tuition Fee

1.200,00 Euro

10% discount for TUM alumni