



# 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).

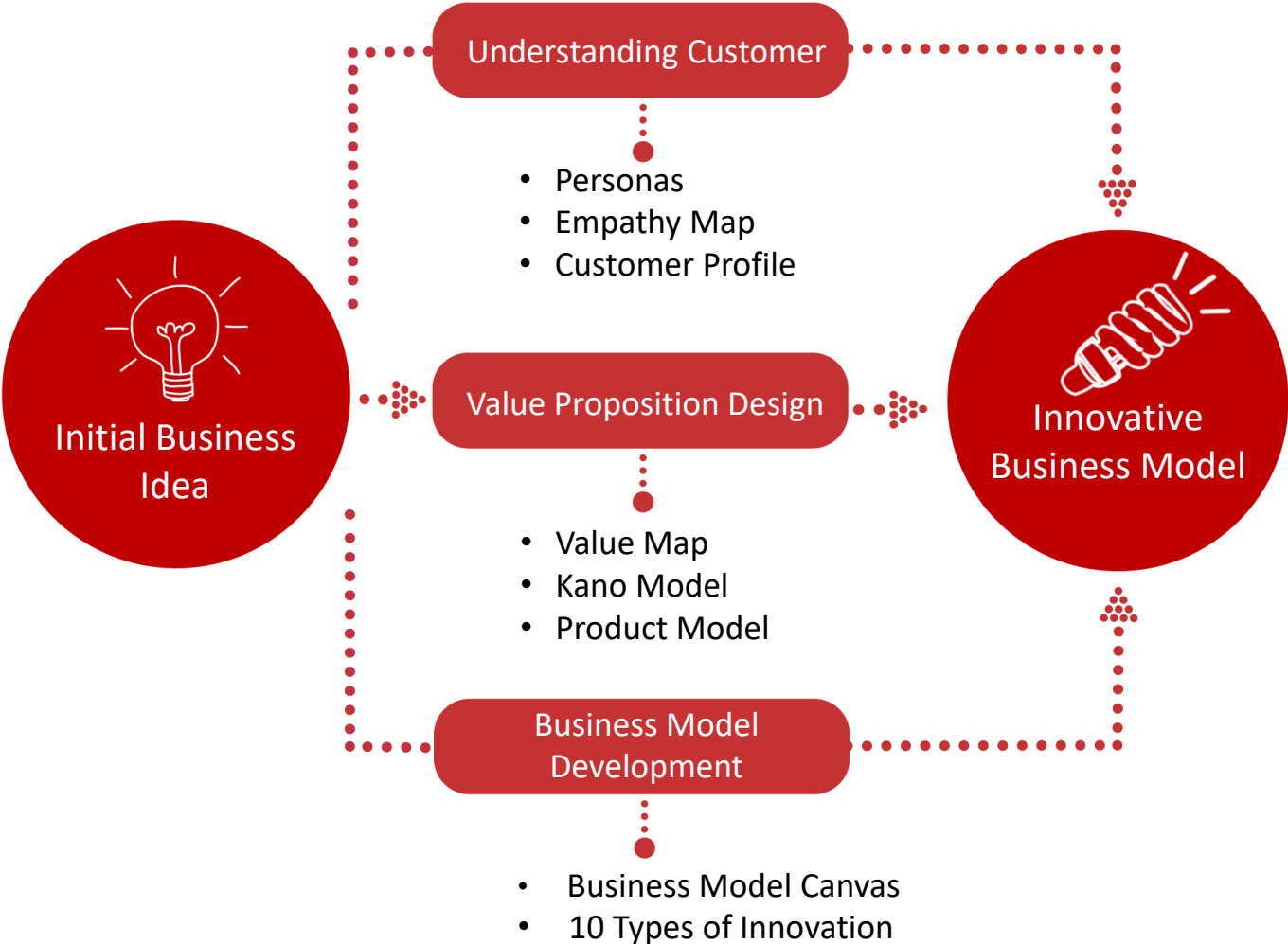
In this particular training program, our experienced, practice-oriented and dedicated staff will transfer application-oriented and practice-relevant knowledge.

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



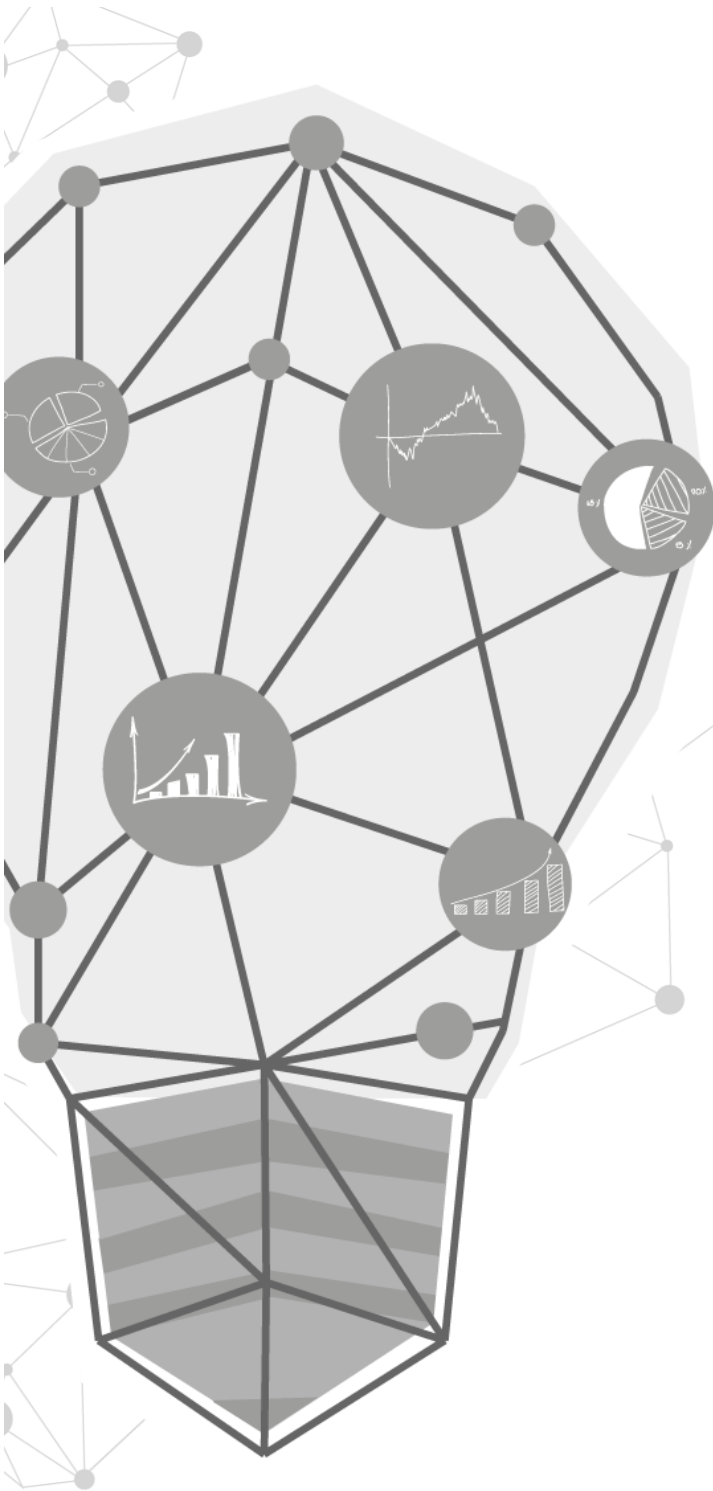
# Methodology of the Workshop

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.

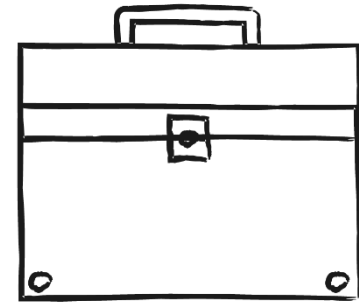


## Additional information



### Place

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



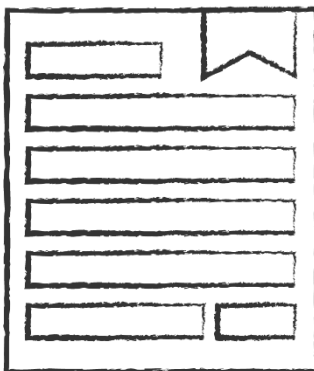
### Language of instruction

The training course can be held in **German, English or 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.



# Implementation Countries



We already implemented  
our Innovation and  
Entrepreneurship  
Management Trainings in  
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the world.

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get more information.

# Contact

## Coordinator:

Dr. Alireza Ansari

Tel: +49 341 97-39764

E-Mail: [alireza.ansari@uni-leipzig.de](mailto:alireza.ansari@uni-leipzig.de)

## Director:

Prof. Dr. Utz Dornberger

Tel: +49 341 9739761

E-Mail: [dornberger@uni-leipzig.de](mailto:dornberger@uni-leipzig.de)

Universität Leipzig

International SEPT Program

Ritterstr. 9-13

04109 Leipzig

Germany

**Web:** [www.in4in.net](http://www.in4in.net)

**FB:** [www.facebook.com/in4in](https://www.facebook.com/in4in)

