UnternehmerTUM - the Center for Innovation and Business Creation

- UnternehmerTUM GmbH: founded in 2002
- UnternehmerTUM Projekt GmbH: founded in 2010
- Shareholder: Susanne Klatten
- Associated Institute of Technische Universität München (TUM)
- Over 40 employees
UnternehmerTUM matches talents, ideas, markets and capital
Manage&More

Entrepreneur of tomorrow

- 18-months entrepreneurship program of UnternehmerTUM
- for intra- and entrepreneurs of tomorrow
- 20 ambitious and highly-outstanding students per semester
- Three-stage selection process
- Interdisciplinary: students and scientists of all faculties of TUM
- Time required: about 15 hours a week
Modules of Manage&More

- Innovation-projects
- Workshops
- Organization management
- Mentoring
- Coaching

Design Your Future
Strengthen communication and leadership skills

Organization management

Board

Division
University Marketing

Division
External Network

Division
Internal Network

Division Culture, Structur and Knowledge
Enjoy, Experience and Recruiting

One Example: Lufthansa Experience Day
Entrepreneurship Education in Projects

1. Team Project
2. Industrial Project
3. Self-Initiated Project
One Example of successful founding – komoot GmbH

- Entrepreneurial education with Manage&More for both founders Markus Hallemann und Tobias Hallemann
- Assistance and consulting for the team from project start 2008 till founding 2010

Navigation-solutions for outdoor-experiences
komoot GmbH: individual routes, designed for you

Summer 2007:
“We have an idea!”

Summer 2008:
Business Plan Basic Seminar
komoot GmbH: individual routes, designed for you

Winter term 2008/09:
Manage&More Self-Initiated Project

Winter term 2008/09:
Business Plan Advanced Seminar

“We won our first prize:”
komoot GmbH: individual routes, designed for you

Summer term 2009:
Manage&More Self-Initiated Project, 2nd Iteration

• First media awareness
• Winning business plan competition: BMWi
• Government funding Exist
komoot GmbH: individual routes, designed for you

Winter term 2009/10:

Manage&More Self-Initiated Project, 3rd Iteration

Office space at UTUM

Working on Marketing and business model with UnternehmerTUM experts

Proof of concept
komoot GmbH: individual routes, designed for you

Company founded in May 2010
More than 15,000 app downloads
Two digit sales for premium subscription version 4.95/month
More successes at BP competitions
Now closing financing

http://www.komoot.de/
Our Manage&More Partners

Cooperation between the academia and the world of work

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*Design* *Your* *Future*
Manage&More

Status quo

- **Well-proved program**
  established in April 2004

- **Strong Manage&More alumni network**
  [www.mm-alumni.de](http://www.mm-alumni.de)
  founded in 2005
  currently 280 members

- **Manage&More as a Good Practice**
  EC 2008, Entrepreneurship in higher education, especially within non-business studies
  Holz 2011, Good-Practice-Examples, European Enterprise Award 2010/11
  WEF (i.V.), EAG Good Practice
Manage&More

Next steps:

- Dissertation Sabrina Niederle
  
  Title: Entrepreneurship Education and Employability. A longitudinal analysis of their relationship.

  Theorie based on the model of Employability, Fugate, Kinicki & Ashforth, 2004

  Time schedule: complete the work in spring 2012

- Evaluation Study
  

  Time schedule: start in October 2011, first results in summer 2012

- “...never standing still...”
Contact

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Back up
About me

**Business:**

- Executive Director of Manage&More, UnternehmerTUM GmbH – Center for Innovation and Business Creation
- Several innovation projects for e.g. IBM, IDEO, MAN, 3M
- Co-Founder of Tausend Ideen, event service agency

**Academia:**

- PhD cand. in Psychology and Management/Entrepreneurship (cand. Dr. rer.pol.), Universität der Bundeswehr (UniBw)
- Diploma in Sport Management (Dipl.-Sportwiss.), Technische Universität München (TUM)
Our teaching methods

- Learning by doing: hands on experience
- Action based learning
- Innovation Approach “Business Design”: Six Guiding Principles for Successful Business Innovation
- Get in contact with intrapreneurs, entrepreneurs & practitioners
- Highly interactive workshop character
- Interaction, feedback loops between teams
- Interdisciplinary teamwork
- Prototyping – right, rapid & rough
- Transfer of entrepreneurial know-how and key competencies through practical work in projects
- Development of entrepreneurial intentions with practical organization management
Innovation Approach “Business Design”
Six Guiding Principles for Successful Business Innovation

Benefits:
• **Time-to-Market**: Shortening the time from proposal to realisation
• **Fit-to-Market**: Increasing the consumer acceptance
• **Cost-to-Market**: Reducing the costs for starting up the business
• **New-to-Market**: Increasing the degree of innovation of the products, services and processes

Experience at UnternehmerTUM:
• Academically proven methodology, 4 dissertations and 12 master’s theses
• Successfully applied in over 100 industrial projects
1st Step: Team Project

- 20 Manage&More scholars work together in their first semester and prove themselves in a real industry project
- Project leader: Employees of UnternehmerTUM
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month
Team Project

Example: K&L Ruppert - Strategic Approaches for Online Shopping
We work in interdisciplinary teams
We observe customers in context
We use Social Prototyping

Outfits

FREIZEIT
BEWERBUNG
HEREST
KOMMUNION

BEACH

© 2010 UnternehmerTUM
We develop human-centered solutions

New search mechanism

New visual language

New categories

Trends mit Tradition

K&L Sport

K&L Kids

K&L Elegant/Klassik

K&L Tracht

K&L Junge Mode
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 12 h/person weekly
Industrial Project

Example: IBM - Application of Mobile Devices in the Retail Industry

Project Assignment
Identification and evaluation of the applicability of mobile devices in the retail industry

Tasks
Analysis of stakeholder needs, development of use cases, development of a user interface concept and prototypes
3rd Step: Self-Initiated Project

- 3-5 Manage&More scholars work together in a self-initiated project
- Project leader: a Manage&More scholar
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month
Examples for Manage&More Startup Teams
References Industrial Projects