

START UP: SETTING UP YOUR OWN COMPANY

How to start a successful business

The idea of this workshop is to explore in a hands-on manner what it means to build a business and the tools needed. The workshop is very practical and interactive in nature, giving participants skills and understanding that they themselves can apply to develop their own business ideas. The workshop is based on current entrepreneurship approaches, including the business model canvas. Participants may bring an idea of their own (including social entrepreneurship). A case study will be provided otherwise. No previous knowledge of

business skills or innovation management is required.

Target group Early-stage researchers, e.g. PhD candidates or postdocs.

Duration 1 day

Language English

Trainer 1

Contact and further information

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