

Summer School for Responsible Entrepreneurship



Freie Universität  Berlin

HULTGREN
NACHHALTIGES MANAGEMENT

**PROFUND
INNOVATION**
Freie Universität Berlin

Tuesday 05 September to Friday 08 September 2017

Responsible entrepreneurship is a specific approach towards founding a company. It deals with responsibility not only for yourself but also for the society and the environment. Responsibility means identifying, understanding, and controlling the impact of your business model on different stakeholders.

Building a business model on technical and social trends is an acquirable skill. At the Summer School for Responsible Entrepreneurship, we will discuss these issues and processes, whilst developing your idea into a proper business model. With help from experts, we will examine all relevant aspects:

- Is your business model reasonable and sustainable?
- Do you have a consistent product, pricing, and sales strategy and is this strategy adjusted to the current market situation?
- What challenges will you face and how can you deal with them?
- How would your project fit into your life right now and in the future?
- Are there any financing or funding opportunities that you do not know yet?
- Which partners could be important for you and how do you reach them?

We invite anyone who is interested in founding a company or wants to put their ideas and projects in the perspective of responsible entrepreneurship. Firm intention to found is appreciated but not necessary for participation – The Summer School for Responsible Entrepreneurship enables both, informal exploration of innovative management tools and serious work on your business model.

Benefits for you and your team:

- Your idea becomes a project, your project becomes a business model.
- Feedback from participants and experts.
- Learn about new tools that will help you in the future: Design Thinking, Business Model Canvas, Effectuation, etc.
- New contacts and prospects.

Dates and location:

- Tuesday 5 September 2017 to Friday 8 September 2017
- Freie Universität Berlin, Profund Innovation, Haderslebener Straße 9, 12163 Berlin

Requirements for participation and application:

- Academic background (students, graduates, scientists)
- Application including a short description of your idea and a letter of motivation (max. 1 page) until 20 August 2017 to profund@fu-berlin.de
- Costs (including meal allowance): 75 € per participant

About us:

Profund Innovation supports students, scholars, scientists, researchers, and alumni, as well as external start-ups who want to cooperate with scientists of Freie Universität. We work with you in four areas: Protecting intellectual property and commercial exploitation thereof; Starting businesses, especially those with a connection to research; financial planning, applying for public funding (VIP+, EXIST, ZIM, etc.) and looking for private investors.

Hultgren Nachhaltigkeitsberatung is a consulting company. We advise our costumers – companies and organisations – on the implementation of sustainable strategies. We offer talks, lectures, audits, seminars and publications and thus enable our customers to build the business case for sustainability and embrace it as part of their strategy. Since 2012, Hultgren Nachhaltigkeitsberatung supports start-ups in cooperation with Profund Innovation.

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The full program will be published by the end of July.