

# *Starting a Business @ Uni Bonn*

**Marcus Wille**  
**22.05.2023**



# WHAT IS ENTREPRENEURSHIP?

Entrepreneurship is the art of turning an  
idea into a business

(Fred Wilson, Venture Capitalist)

# WHAT IS A STARTUP?

A startup is a **temporary organization** in search of a **scalable, repeatable, profitable** business model under extreme **uncertainty**

*(Steve Blank & Eric Ries)*



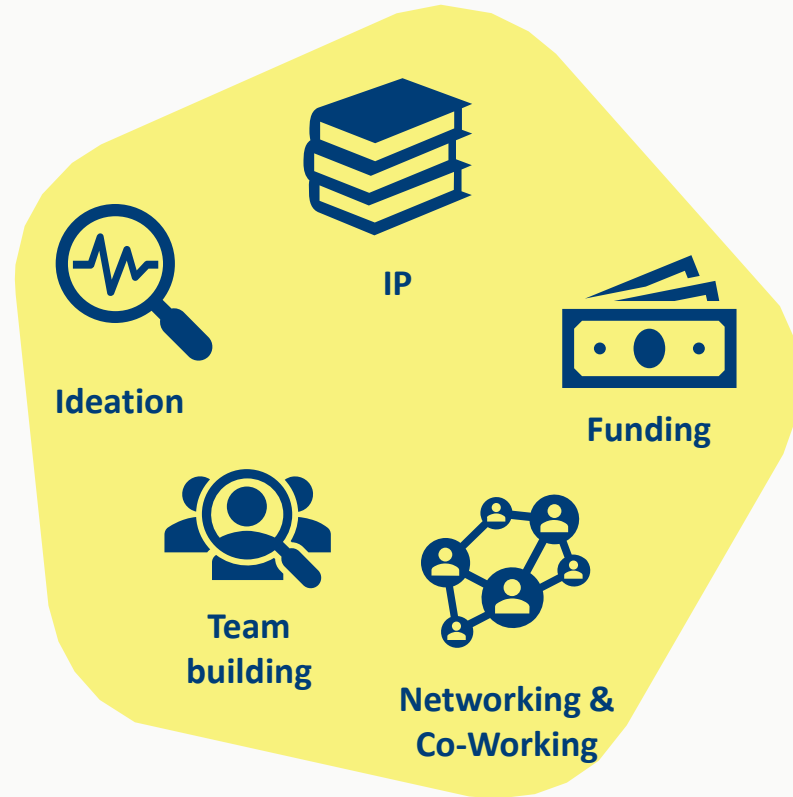
**A startup is not a smaller version of a bigger company**

# YOUR JOURNEY WITH OUR START-UP SERVICES



# WHAT WE DO

We support you in terms of...



## Funding for innovative product validations up to 50K€

- Develop existing research results toward founding a company or
- To be eligible for public start-up funding
- Application: Round for 2024 coming up in autumn



# SANTANDER INNOVATION GRANTS

## Start-up projects from Uni Bonn get up to up to 5.000€ each

- For sales activities: travels to fairs/exhibitions, sales meetings etc.
- For team coaching and development
- Applications: open, ongoing

SANTANDER INNOVATION GRANTS





# MORE FUNDING OPPORTUNITIES

Startup Grant	Funding		Length (Month)
Exist Gründungsstipendium	Personal grant Material costs Coaching	Up to: 3.000 € Up to: 30.000 € 5.000 €	12
Exist Forschungstransfer	Personal grant Material costs Coaching	3 WiMa + BWLer Up to: 250.000 € 10.000 €	18
Startup Transfer.NRW	Personal grant Material costs Coaching	270.000 € (max.)	24
Green Start-up Program	Personal grant Material costs Coaching	125.000 € (max.)	24
NRW Gründungsstipendium	Personal grant	1.000 (per month)	12

**Focus:** innovative technology-oriented or knowledge-based product with significant unique selling points and good prospects of economic success

# CO-WORKING FOR STARTUPS



**Brühler Straße**



**Digitalhub am  
Hauptbahnhof**



**CoWorking-Labs**

# OUR VALUES AND HOW WE WORK!



**Collaboration:** Open and transparent communication, structured work, empathy and fun

**Responsibility:** You take ownership of meeting deadlines and ensure that project milestones are achieved

**Confidentiality:** We treat discussions and documents with utmost confidentiality

**Neutrality:** We have no self-interest in your projects

# OUR CONTACTS



Dr. Alexander Küssbauer



[kuessbauer@verwaltung.uni-bonn.de](mailto:kuessbauer@verwaltung.uni-bonn.de)



Marcus Wille



[wille@verwaltung.uni-bonn.de](mailto:wille@verwaltung.uni-bonn.de)



Anna Müller



[muellerA@verwaltung.uni-bonn.de](mailto:muellerA@verwaltung.uni-bonn.de)



Alexander von Pidoll



[vonpidoll@verwaltung.uni-bonn.de](mailto:vonpidoll@verwaltung.uni-bonn.de)



Vesna Domuz  
(parental leave)

## UPCOMING EVENTS

- **Urheberschutz Computerprogramme und Software (23.05.2023, 14 Uhr)**
- **Validate like a pro: From Academic prototype to successful startup (31.05.2023, 10 – 14 Uhr)**
- **Women Entrepreneurs in Science: Let's explore (06.06.2023, 16 – 18 Uhr)**
- **Gründungsstammtisch (14.06.2023, ab 17 Uhr)**
- **Vom Forschungsprojekt bis zur eigenen Geschäftsidee (29.06.2023, 10 Uhr)**

[www.uni-bonn.de/enacom](http://www.uni-bonn.de/enacom)

# Thank you for your attention!

Transfer Center enaCom

 @enaCom\_UniBonn

[www.uni-bonn.de/enacom](http://www.uni-bonn.de/enacom)

 [enacom@verwaltung.uni-bonn.de](mailto:enacom@verwaltung.uni-bonn.de)

