

TRANSFER AND ENTREPRENEUR CENTRE

Gründerzeit

We know that starting a business involves countless formalities and high levels of uncertainty. The series of events **Gründerzeit!** prepares for the most important practical milestones of a foundation.

Practical relevance

In lectures of experts, you will receive valuable tips and suggestions from the practice for your start-up project.

Signpost

You get key hard facts and tools to help you on your way to your own startup.

Network

Meet other founders and expand your network. Take the chance and exchange your ideas!

Participation requirements

There are none. You can participate in the Gründerzeit, if you feel like founding - whether alone or in a team, with or without an idea. Participation is free.

Our events in the summer semester 2019

From **08.05. until 03.07.2019** the **Gründerzeit!** takes place every wednesday from **17.00 - 19.00 pm** in the conference room (foyer) of the university library.

Please register for **every event**. We are looking forward to seeing you.

Attention: the seats are limited.

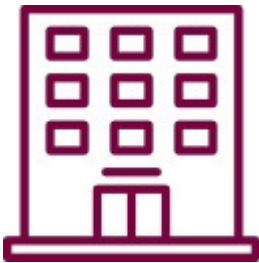


8.5.2019 - Funding and financing options for founders

Speaker: Jonas Crackau, TUGZ

How can you finance your business idea? Today, we will explain the basics of financial planning and how you can capitalize on your plans. For this we introduce you to different funding options.

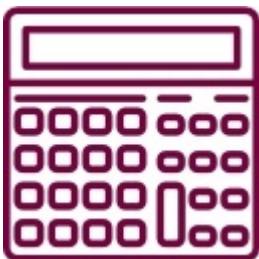
In addition, startups, projects and products nowadays are supported by crowdfunding from a variety of internet users. The online platforms bring together financiers and startups. A startup from Magdeburg reports on experience and success through crowdfunding.



15.05.2019 - The path through the government jungle

Speaker: Christian-Michael Deutsch, TUGZ

There are many administrative and formal things to consider when setting up. So you do not despair looking for pass 28a, we give you today a guide through the bureaucratic jungle at hand. Christian-Michael Deutsch explains important administrative basics and which authorities are relevant to you at what point in time.



22.05.2019 - Investment and financial planning

Speaker: n.n.

n.n.



29.05.2019 - Tax-ABC for founders

Speaker: Sarah Dietrich, KPMG Leipzig

The foundation makes you entrepreneurs, so you have to deal with taxes sooner or later. In today's lecture you will learn more about the principles of corporate taxation challenges of founding with the Tax-ABC to cleverly avoid pitfalls and stumbling blocks.



05.06.2019 - Wie kann ich meine Idee schützen? Einführung in den gewerblichen Rechtsschutz

Referentin: Dr. Karen Henning, Transfer- und Gründerzentrum

Gewerbliche Schutzrechte kommen immer dann ins Spiel, wenn eine Geschäftsidee geschützt werden muss, um den unternehmerischen Erfolg der Gründung zu sichern oder der Marktauftritt des zu gründenden Unternehmens gesichert werden muss. Dieser Workshop gibt einen Überblick über die verschiedenen Schutzrechtsarten (Patente, Gebrauchsmuster, Design und Marken), deren Kosten und Schutzwirkungen.



19.06.2019 - Online-Marketing - This is how communication works on the internet

Speaker: Peer Niehof, OVGU, Student marketing

In order to successfully reach target groups in the internet, it takes more than just creating a Facebook or Instagram account. Especially the daily work on the internet and the community management are quickly neglected.

Peer Niehof is an online editor at the University of Magdeburg and develops marketing concepts to attract more students to OVGU.

This workshop will show you how to use social networks to effectively target your audience, what considerations need to be made in advance, and what role controlling plays.

Impressions

Bildergalerie (22 Bilder)

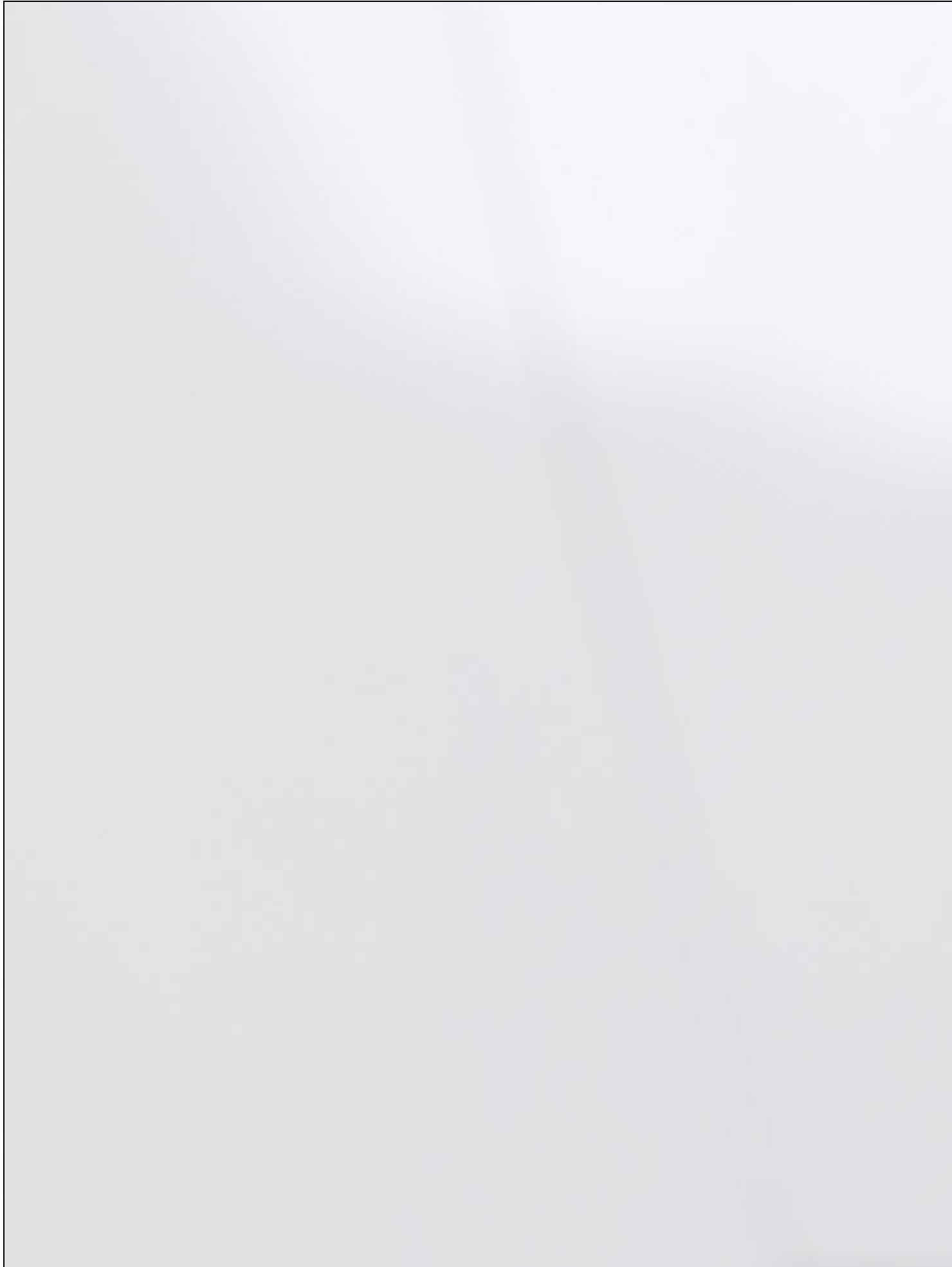






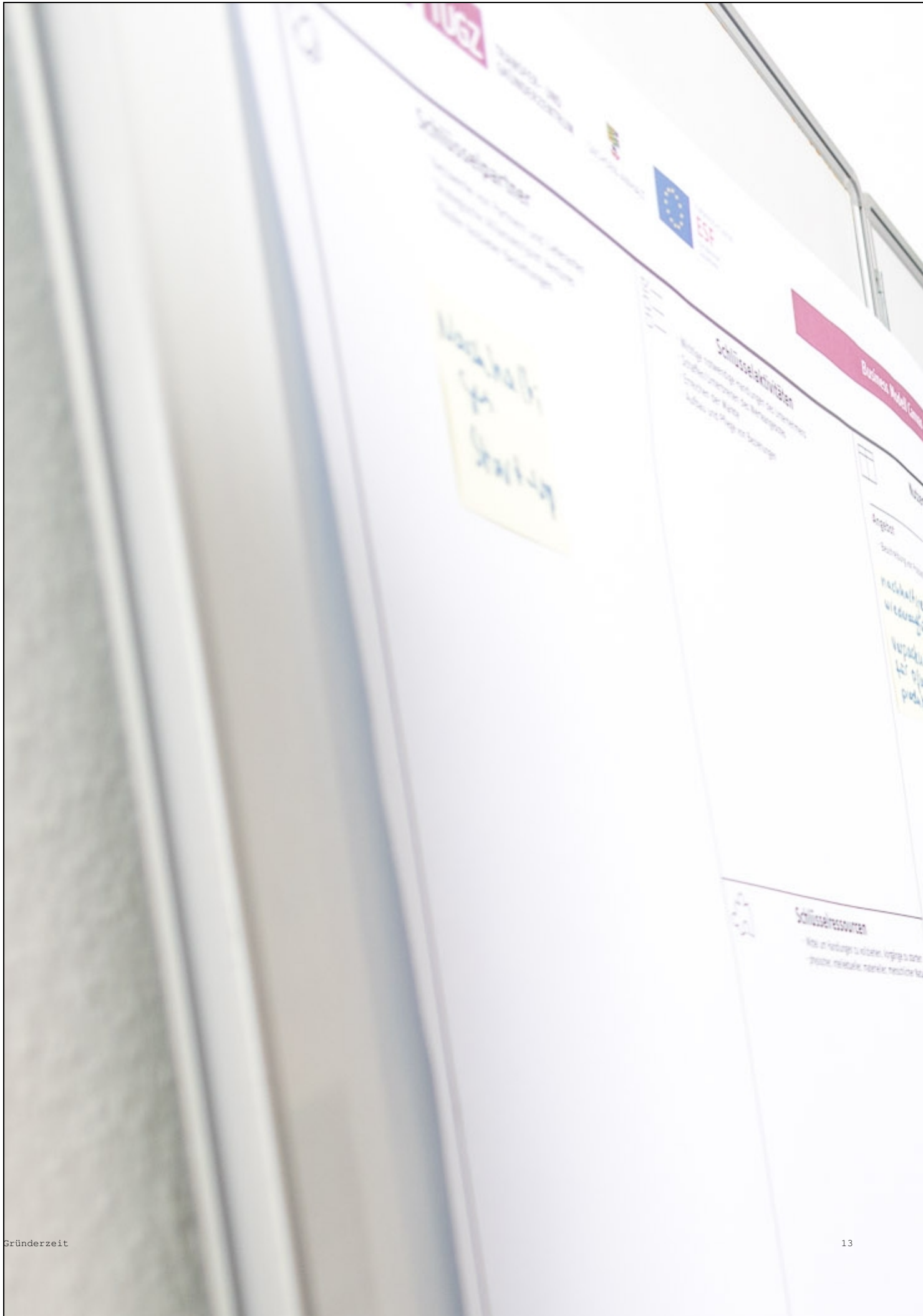










































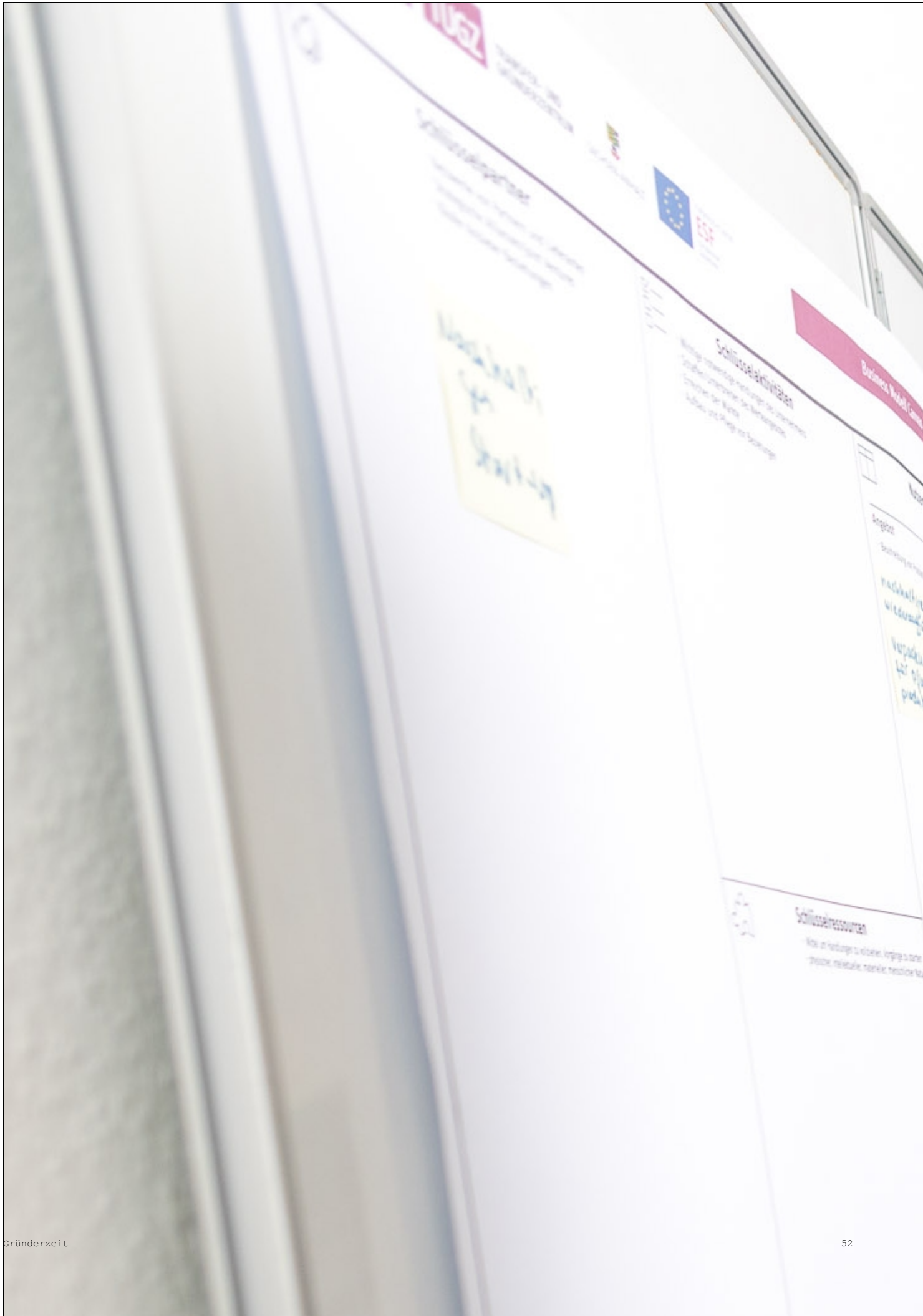












Gründerzeit

Business Model Canvas

Schlüsselaktivitäten

- Welche Kompetenzen sind notwendig, um den Wert zu schaffen?
- Was ist die Kernkompetenz?
- Welche Kompetenzen sind notwendig, um den Wert zu schaffen?

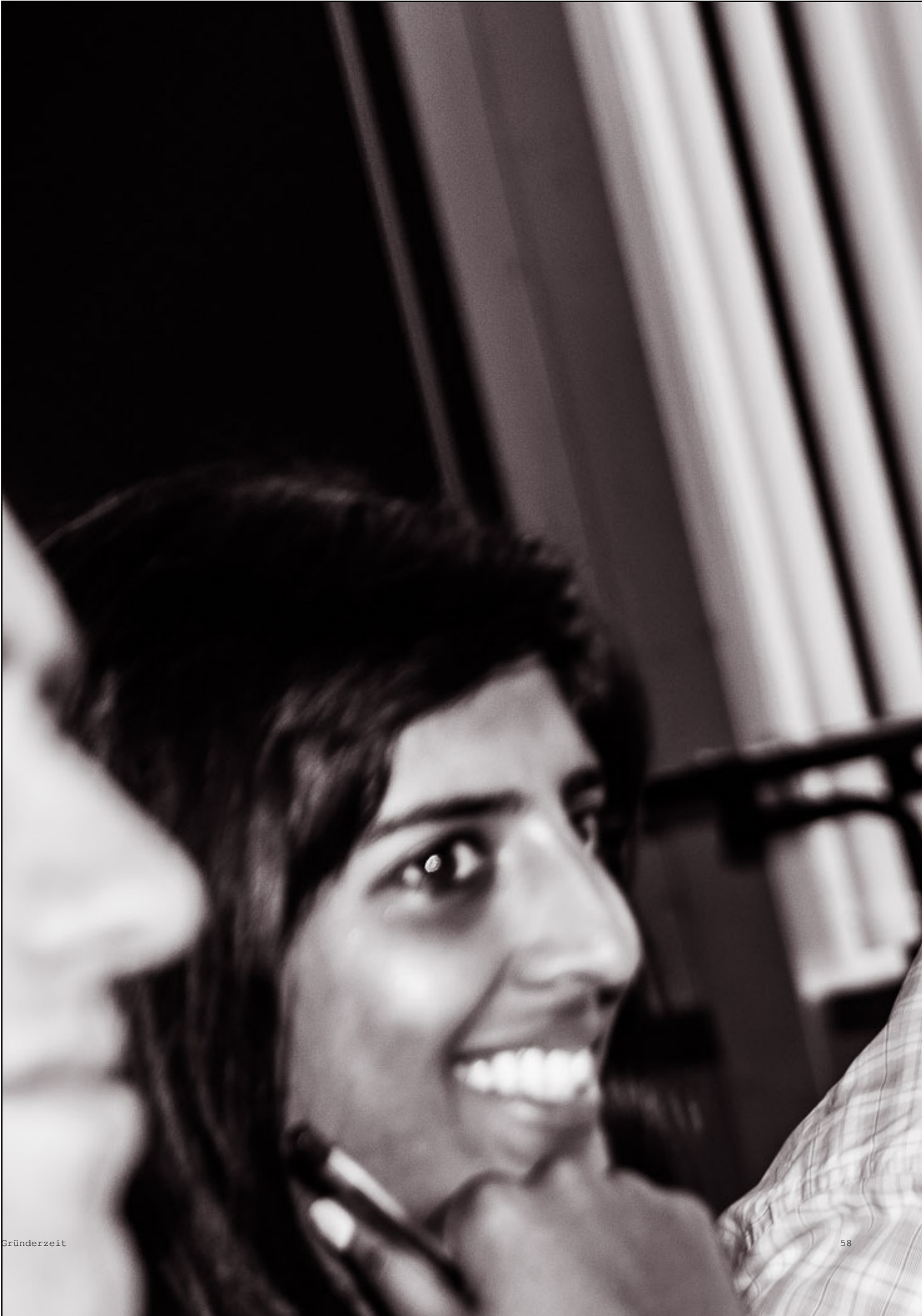
Wachstums-Strategie

Schlüsselressourcen

- Was ist notwendig, um den Wert zu schaffen?
- Welche Ressourcen sind notwendig, um den Wert zu schaffen?



[« Zurück](#) **ChrisR-TUGZ-StartupSchool_SoSe18** (Bild 10 von 22) [Vorwärts »](#)



[« Zurück](#) **ChrisR-TUGZ-StartupSchool_SoSe18** (Bild 11 von 22) [Vorwärts »](#)





[« Zurück ChrisR-TUGZ-StartupSchool_SoSe18 \(Bild 13 von 22\) Vorwärts »](#)



[« Zurück ChrisR-TUGZ-StartupSchool_SoSe18 \(Bild 14 von 22\) Vorwärts »](#)









[« Zurück](#) **ChrisR-TUGZ-StartupSchool_SoSe17** (Bild 18 von 22) [Vorwärts »](#)







« Zurück **ChrisR-TUGZ-StartupSchool SoSe17** (Bild 21 von 22) Vorwärts »



« Zurück **ChrisR-TUGZ-StartupSchool_SoSe17** (Bild 22 von 22)



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Information about the registration for the Gründerzeit

Practical solutions to the typical problems of the foundation - that sounds interesting for you?

Develop and plan your business together with us!

Register now

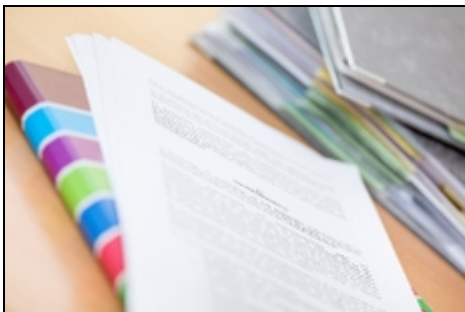
Or write an email to gruenderzeit.tugz@ovgu.de.



Documents from past events

Presentation material from our past events Gründerzeit and Gründerzeit compact are provided here

Downloads & Handouts



Participation in the project TUGZ-Impuls! is done by submitting all necessary participant documents. Contact your founding consultant or write an email to tugz@ovgu.de for further information.