

TRANSFER ANDENTREPRENEUR CENTRE

Backstage

Start Me Up @Urwahn

Erstellt von Daniela Geppert am 31.07.2019 um 10:34 Uhr:



01.06.2018 (Nance Kaemmerer) - Are you looking for reinforcement for your start-up project? Or are you looking for the founding project that suits you? **Then register soon at Start Me Up 2018!**

We start the third round of the popular Magdeburg matching event for the **start-up scene in Saxony-Anhalt**. Founders and potential employees meet in two phases. Let's start with the speed dating, where start-up enthusiasts meet startups and get to know a new team every 5 minutes. Included are Uninow, Kilenda, Vmax pro, Vesputi and many other well-known startups. Then the **networking** starts in a relaxed atmosphere with snacks and drinks. Meet great personalities, like-minded people and learn from practical examples how to start your own business. As a host, Urwahn opens his new office space for us at Lorenzweg 43 in Alte Neustadt, Magdeburg.

Registration and further information under..

We are looking forward to seeing you!

The TUGZ at the Campusdate

Erstellt von Vivien Christoph am 26.05.2019 um 13:57 Uhr:

Last saturday the OVGU **Campusdate** and the **Lange Nacht der Wissenschaft** took place.

The TUGZ and the MakerLabs were there with an info point and have taken care of your questions and concerns all about the topic of founding.



Also the startup Trenux introduced itself and convinced with its product "trunk for bicycles", which was generated in the FabLab. Also the AWI-Lab inspired with exciting practical insights into the movement supported by an active exoskeleton and the motion recording with a motion capture suit.



In addition, there was a guided tour through the founding workshops Additiv+ (manufacturing laboratory for the production of functional prototypes), FabLab (production laboratory for the production of visual and functional models), PERFORMANCE (development and testing of the innovative ideas in the field of "Human Performance"), FLEXTRONIC (production laboratory for printed circuit boards and electronics) und PM (patient specific medical devices).



Picture source(c) Christian Rößler/ TUGZ

Gründerzeit! Compact and Ottopreneur

Erstellt von Vivien Christoph am 11.03.2019 um 09:51 Uhr:

11.03.2019 (Vivien Christoph) - Finally, it was this time of the year again, the **Gründerzeit! compact** started into a new round and brought the people interested in founding exciting insights into the startup scene.

Right at the beginning **Nance Kaemmerer** enthused with an introduction to the topic "**Gründen neben der OvGU**" and explained what the importance for a part-time self-employment or business start-up is.

Other topics included the various **financing options**, possible **support offers** and **key performance indicators**.

Afterwards, a round of interviews with successful **OTTOpreneuren** followed: Dr. Carsten Borchert ([SciFlow](#)), Sven Beeckmann ([mycrocast](#)) and Sebastian Hichert (Head of the ego.-incubators [FabLab](#) and [Additiv](#)).



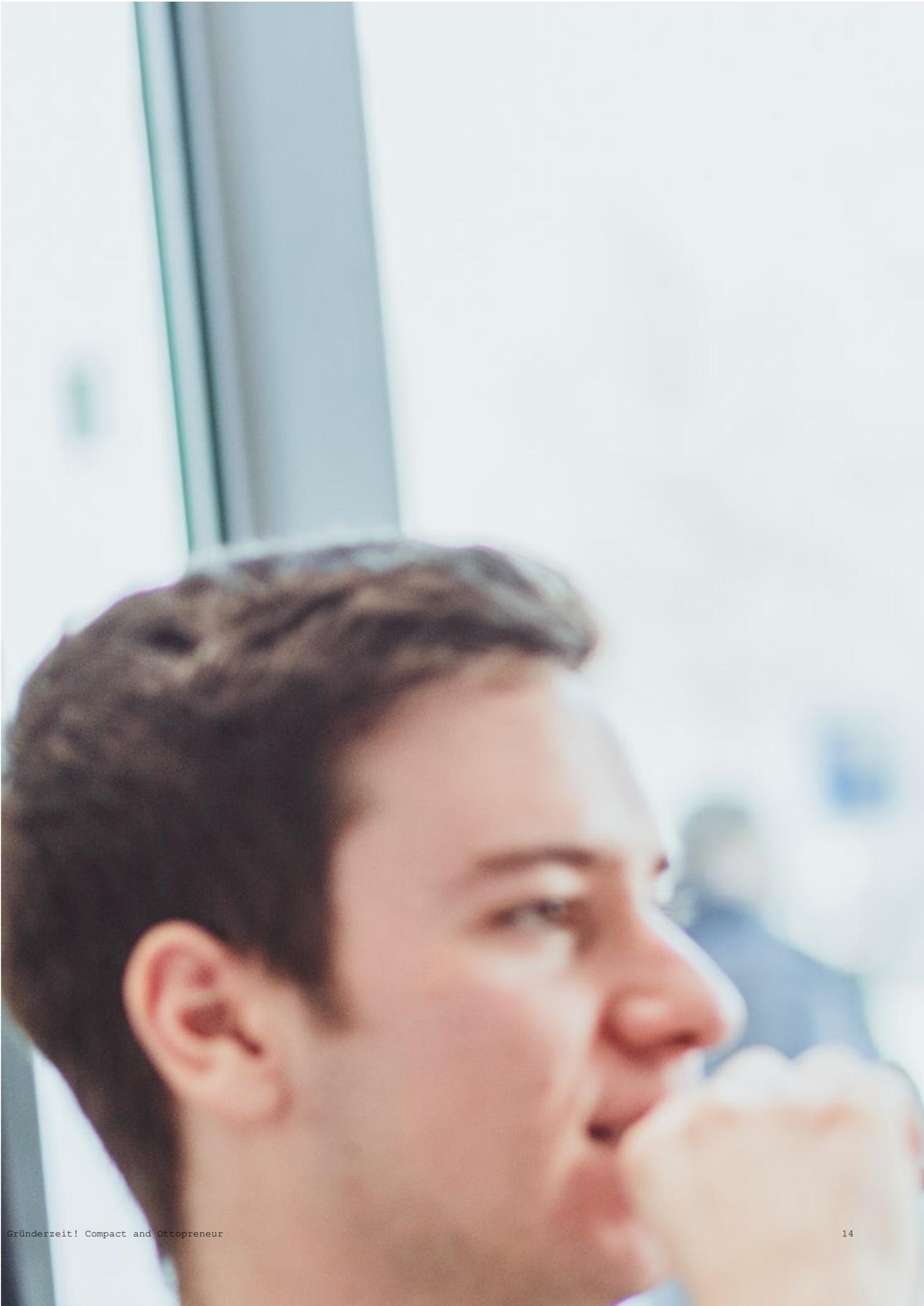


In a friendly round, **founding coach Stefan Knoll** asked the founders about their personal experiences on the subject of startup in Magdeburg. They chatted and put together in four hashtags what is waiting for them this year:

- sciflow: #OpenD #YoungResearcher #SimplifyYourLife #OpenScience
- myrocast: #EmotionPur #ErsteKunde #VierKommaFuenfSterne #SachsenAnhaltDigital
- Inkubatoren FabLab und Additiv: #Laeuft #DigitalProduction #LaserCutting #Kollaboration

What

Afterwards the founders had the opportunity to ask their questions to the **OTTOpreneure** and get to know them personally.



The second day of the Gründerzeit! Kompakt was used for networking. In the workshop "**Networking 2.0**" practical exercises of **Christine Kewitz** consilcom Unternehmenskultur GmbH was introduced on how to network successfully

On the third day there was some wordpress-input. **Christian Rößler** introduced the interested founders into the world of **content-management-systeme** and told them what kind of design is important for the **Landing Page**. Afterwards, participants created their own landing page with the help of wordpress, to make the first customers be interested in them.

Source of pictures (c) Christian Rössler/ TUGZ

Completion of the Gründerzeit! in WiSe 2018/19

Erstellt von Vivien Christoph am 04.02.2019 um 12:42 Uhr:

04.02.2019 (Vivien Christoph) - The last event of the Gründerzeit! im Wintersemester 2018/19 is finished: The workshop with the topic "Online Marketing 2.0 - More than just a like" was a great ending.



The lecturer Luisa Kittner answered lots of questions and explained what a successful marketing campaign is. Additionally, she introduced multiple numbers and their importance. In a discussion round it was talked about online marketing instruments, different strategies and web-analysis-tools.

With this the day ended and participants could answer a lot of different exciting questions.





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Es sind derzeit keine aktuellen Veranstaltungen vorhanden.