

Startup Support from TUGZ@OVGU

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OUR (MOST POPULAR) SERVICES

We are the Transfer and Entrepreneur Center of the Otto von Guericke University Magdeburg (www.tugz.ovgu.de/en) and have the task and mission to support your start-up in the best possible way, making it a success. We work on behalf of and with the support of the federal state of Saxony-Anhalt; our services are free of charge for you. After the first consultation(s), we will decide whether we are the right partners for you and can provide you with appropriate support. In this case, we will conclude participation agreement(s) for one or more of our counseling and support services at OVGU¹. This may also include other offers such as MakerLabs (OVGU prototype workshops) in the future.

- **Idea generation and idea validation** - you come with an idea and would like to discuss it with us, or you would like to found a company and still need a viable idea? Welcome to our initial start-up consultation services!
- **Developing a business case** - That takes us one step further. Now it's all about USPs, customers, MVPs, finance and funding (and what exactly was a cap table again? 🤔), the start-up process, pilot customers, and dozens of other topics.
- **Team building and team development** - Are you already up to the tasks ahead as a team? Do you still need growth in your team, individual qualifications or team building? Our professionals will help you with the - scientifically based - optimization of your team.
- **Acquiring funding and capital** - In the end, your startup will also need cash. We can help you with this.

¹ For reasons of state aid law, a so-called *de minimis* charge may be incurred for a virtual account of the startup, depending on the scope of the support measures. However, we will explain this to you in detail beforehand. Or take a look here: https://en.wikipedia.org/wiki/De_minimis

INITIAL CONSULTATION WITH AN IDEA: FAST PATH

Do you already have a brilliant idea for your own start-up and would you like to set up your own company "simply, quickly and unbureaucratically"? Then this is the right offer for you. Ideally, you should already bring your dream team with you, but we can also work with individuals.

In the Fast Path offer, a TUGZ team works very intensively and in a concentrated manner with you on up to three appointments of three hours each, to jointly develop the basic requirements for a startup. There are usually two weeks between the three appointments. After about six weeks you/we should have a clear idea of whether your business will pay . Or rather not .

What do we need from you for this?

We always start by saying that the stage belongs to you. We want to know who you are. What drives you? Where do you stand with your idea? What do you specifically need and what do you want from us? But above all - what is your idea that will make our world a better place? In order to get started at the first meeting, you are welcome to follow the typical structure of a pitch deck². Pitch decks are a structured, concise, precise presentation of your startup on 10 to 12 slides. However, we are also happy to accept two pages of text with the usual content/focus of a pitch deck. We need the pitch deck at least one week BEFORE the agreed initial consultation date. If you have already completed a Bachelor's or Master's thesis or similar, or have a draft of your thesis, please send that to us as well. Our address 24/7: tugz@ovgu.de.

What else do you bring to the initial consultation? A good mood, motivation for an intensive discussion and a critical (but always respectful) examination of your idea, around three and a half hours (with a constant supply of caffeine and a break after 1.5 hours). If there are no good reasons on the contrary, we move on to the next round two weeks later; if necessary two weeks later to a third and usually final round. As a rule, we then have a sufficient common understanding of the further start-up process, opportunities and risks, resource requirements and timelines, financing strategy and team development needs.

² <https://gruenderplattform.de/ratgeber/pitch> // <https://www.fuer-gruender.de/kapital/eigenkapital/pitch-deck/>

What can you expect during an initial consultation?

- Fixed time slots on Tuesday or Friday of a week
- a free personality analysis according to the so-called "strengths radar"

Date 1:

- Your presentation / pitch and subsequent joint initial discussion on
 - USP
 - Market and competition
 - Team constellation, team background
 - Resource requirements "V1" incl. estimation of financing and timeline
- Break
- Tool-supported (AI-based) further development of the basic idea (or new idea generation process)
 - Idea validation, problem-solution fit
 - Sharp (or sharpened) profile of the planned startup
 - Team constellation 2.0
 - SWOT for the revised start-up concept; market opportunities, technical challenges, ...
 - First business model

Date 2:

- ideally two weeks later
- Initial setup of the project on the KfW portal gruenderplattform.de
- First rough business plan (AI-supported) with resource and financial planning (up to break even)
- Clear elaboration of the USPs and the basic business model (BMC)
- Customers/persona, market analysis and largely complete overview of the competition (> 75% final)
- Clear timelines for the further process
- also timeline for prototypes/MVP
- Funding/application for funding, resource strategy
- Competence/responsibility for support: lead and co-lead

Date 3:

- Long-term growth, development and implementation strategy
- Preparation of the first implementation step
- Partnering with companies, research groups,
- Clear team structure, responsibilities within the team
- Risk management: Presentation of technical, financial and legal risks → Risk minimization
- Binding milestone planning for 6 to 12 months

INITIAL CONSULTATION WITHOUT AN IDEA: FAST PATH

You can also come to us at any time for an initial consultation if you have not yet worked out a (specific) idea, and perhaps only have a rough idea of what starting up means and which topic suits you. Do you see self-employment and your own company as your next career goal? In this case, a joint ideation workshop is developed before the actual start-up consultation, which lasts between one and three hours and, like the standard start-up consultation, also includes intensive joint discussion and brainstorming. In preparation, we will again need your (latest/current) thesis or a draft thereof in which you demonstrate your academic skills.

In the ideation workshop, we will run through scenarios for start-up ideas that suit you together using various (AI) tools, including ChatGPT, Google Gemini, Microsoft CoPilot and Perplexity. If we come to a consensus on a convincing business model/business case, we will promptly move on to the "Initial consultation with idea (fast path)" described above.

INITIAL CONSULTATION: STANDARD OFFER

Would you prefer to take more time to develop your start-up and take a more relaxed and leisurely approach? Then we can offer you the initial start-up consultation in 9x1 hours instead of 3x3 hours. The completion of the initial consultation and the transition from "*careful planning first*" to "*just do it now and get started*" will then usually take three to six months. The somewhat more leisurely pace in the preparation phase could suit you in terms of life planning, the necessary time resources and the intensity of the planning and preparation process.

INITIAL CONSULTATION: PREPARATION

We strongly recommend that you familiarize yourself with some basics before developing ideas and creating your first pitch deck. The following links will help you:

- **start-up platform** from BusinessPilot GmbH and KfW: <https://gruenderplattform.de>
- **for browsing, looking up, reading up, success stories:** <https://www.fuer-gruender.de>
- **association meets statistics:** <https://startupverband.de>

Online video recommendations:

- <https://www.youtube.com/playlist?list=PLEI8aYK4JXjo3JVhsFIUXHLvLzF2kHLka> (DE, or rather, AT)
- <https://www.youtube.com/@gruenderplattform> (DE - Attention - ad-financed. Occasionally wait for the advertisements. ☹)

Stanford STVP eCorner section:

- <https://stvp.stanford.edu/videos/> (EN) - First-class and very extensive (1,876 entries!) video collection for startup topics; also podcasts, articles, series/series (EN)
 - <https://stvp.stanford.edu/videos/tools-for-business-model-generation-entire-talk/> (EN)
 - <https://stvp.stanford.edu/videos/getting-to-product-market-fit-entire-talk/> (EN)
 - <https://stvp.stanford.edu/videos/improving-product-design/> (EN)
 - <https://stvp.stanford.edu/videos/the-possibilities-of-ai-entire-talk/> (EN)
 - <https://stvp.stanford.edu/videos/what-no-one-tells-you-about-entrepreneurship-entire-talk/> (EN)
 - <https://stvp.stanford.edu/videos/starting-from-why-entire-talk/> (EN)
 - <https://stvp.stanford.edu/videos/the-ideal-team/> (EN)
 - <https://stvp.stanford.edu/videos/team-dynamics/> (EN)
 - <https://stvp.stanford.edu/videos/team-selection-in-a-startup/> (EN)

... AND WHAT ELSE?

We recommend that you register and use our community platform www.startup-md.de for networking, local offers, information packages, regional and other events, and much more. With an *@ovgu.de e-mail address, you can get started right away. If you register via a Google account or a LinkedIn account, you will be activated promptly by the admin.