TUM LECTURE SERIES SUMMER SEMESTER 2022

INNOVATIVE ENTREPRENEURS

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https://academy.unternehmer.tum.de/programs/innovative-entrepreneurs
Overview

Objective

The goal of this lecture is to inspire students and academics of various fields to take the entrepreneurial path, gain basic knowledge about establishing and leading technology- and growth-oriented businesses and learn from the experiences of entrepreneurial personalities.

Content and Structure

Each lecture of 90 minutes includes a presentation of a guest speaker and a Q&A session. In the first 60 minutes, outstanding managers, entrepreneurs and executives from a wide range of industry sectors give a speech on topics like founding and/or managing companies, recognizing opportunities, innovation management, growth and leadership as well as the facets of Entrepreneurship. In the last 30 minutes the participants ask questions and discuss with the speaker.

Target Group

Students and academics of all faculties of the Technical University Munich, who want to learn more about the challenges and opportunities of an entrepreneurial path.

Examination Performance

TUM students and researchers can get credit points. The examination is an individual project work. The start of the project work is a workshop on May 19. The project work lasts several weeks. At the end, the students reflect on their experiences and the learning process in a reflection paper. The ECTS-allocation varies in the different study programs.

Framework

Participants: approx. 300 Students and academics from various faculties of the TU Munich

Location: The lecture will be held online.

Time: The lecture will take place every Thursday from 5:30 pm to 7 pm.

Contact: seminare@unternehmertum.de
Thursday, 28.04.2022, 17.30 - 19.00
Silicon Valley and Munich - Magic Ingredients for leading Start-up Ecosystems

Prof. Dr. Helmut Schönbenberger, Vice President Entrepreneurship, Technische Universität München, Co-Founder and CEO, UnternehmerTUM
Jerome Engel, Adjunct Professor Emeritus, Haas School of Business, University of California Berkeley

How a Company Gets Started
Ándre Alcalde, Co-Founder and Chief Product Officer, CELUS

Thursday, 05.05.2022, 17.30 - 19.00
Entrepreneurial Leadership

Dr. Claudia Liebethal, Executive Director Manage and More, UnternehmerTUM

Thursday, 12.05.2022, 17.30 - 19.00
Driving (Deep-)Tech Entrepreneurship

TUM Venture Labs

Thursday, 19.05.2022, 17.30 - 19.00
Start-up Yourself

Workshop by Manage and More – The Entrepreneurship Scholarship

Thursday, 02.06.2022, 17.30 - 19.00
How Biotechnology and Chocolate can help to save our Planet

Sara F. Marquart, Co-Founder & CTO, QOA

Thursday, 09.06.2022, 17.30 - 19.00
To Be Announced

Christoph Cordes, Co-Founder & MD, Flink

Thursday, 23.06.2022, 17.30 - 19.00
Sustainable Entrepreneurship for Impact

TUM Venture Labs

Thursday, 30.06.2022, 10.00 - 20.00
TUM Entrepreneurship Day

Thursday, 07.07.2022, 17.30 - 19.00
Success Story air up – Developing Innovative Products for Tomorrow’s Generation

Lena Jüngst, CCO and Co-Founder, air up

Thursday, 14.07.2022, 17.30 - 19.00
What’s next? Entrepreneurial journey with the Academy for Innovators

Anastasia Myasnichenko, Project Leader in Innovation Education, UnternehmerTUM
Silicon Valley and Munich - Magic Ingredients for leading Start-up Ecosystems

Prof. Dr. Helmut Schönenberger, Vice President Entrepreneurship, Technische Universität München, Co-Founder and CEO, UnternehmerTUM

Helmut Schönenberger studied aerospace engineering in Stuttgart and completed a postgraduate degree in business administration at the Technical University of Munich. In his diploma thesis on the comparison of Stanford University with the TUM, he recommended establishing an innovation center in Munich. With the help of the entrepreneur Susanne Klatten, the UnternehmerTUM gGmbH emerged in 2002, today Europe’s largest business incubator and innovation center. Helmut Schönenberger’s passion is to lead promising start-ups to success and to inspire people for innovation and entrepreneurship. The goal of TUM Entrepreneurship and UnternehmerTUM is to support scalable high-tech start-ups, founders and scientists from the first idea to the successful product. Since January 2020 the TUM has appointed Prof. Dr. Schönenberger Vice President Entrepreneurship.

How a Company Gets Started

André Alcalde, Co-Founder and Chief Product Officer, CELUS

André Alcalde is Co-founder and Chief Product Officer at CELUS, a deep-tech startup in Munich providing cloud-based software to automate design processes in the electronics industry. Passion for engineering, ambition, and curiosity are some of his trademarks. Born and educated in Brazil, he moved to Germany in 2011 to work as an electronics engineer. In the spring of 2018, during his TUM EMBA studies, André met his co-founders through the UnternehmerTUM network and joined CELUS. Since then, he has been driving the product team to deeply understand customer needs, to envision products and features that deliver value to customers, as well as to keep R&D, sales, and marketing teams in synchrony. Today, CELUS is backed by top VC investors in Europe, counting on 28 team members and growing at a fast pace.

Entrepreneurial Leadership

Claudia Liebethal, Executive Director Manage and More, UnternehmerTUM

Claudia Liebethal is Executive Director of the Manage and More program at UnternehmerTUM. Even beyond this program, the topic of good leadership is close to her heart. Her goal is to create ideal learning environments so that students can develop their entrepreneurial talents and become responsible leaders.
Thursday, 12.05.2022, 17.30 - 19.00

Driving (Deep-)Tech Entrepreneurship
TUM Venture Labs

The TUM Venture Labs are entrepreneurial innovation hubs by TUM and UnternehmerTUM. We support founders developing deep tech innovations at the interfaces of engineering, natural, life and data sciences and medicine.

In three deep dive breakouts for life & natural sciences, advanced computing and urban futures, several founders will talk about their personal journeys and experiences in working on (deep) tech projects. Let’s discuss how to shape our future.

Thursday, 19.05.2022, 17.30 - 19.00

Start-up Yourself

Workshop by Manage and More - The Entrepreneurship Scholarship

The workshop “Startup Yourself” is the official kick-off for your graded project work. Therefore you will receive detailed information, technical and methodological input and support material so that you are optimally equipped and prepared to start the project work. Be excited to get to how to lead yourself as a fundamental requirement for leading other people as future founders, managers or leaders.

Thursday, 02.06.2022, 17.30 - 19.00

How Biotechnology and Chocolate can help to save our Planet

Sara F. Marquart, Co-Founder & CTO, QOA

Sara Marquart is the CTO and Co-Founder of QOA, a Munich-based biotech startup that develops future-proof and 100% cocoa-free chocolate. Before founding her company, Sara was the Principal Scientist for a Seattle-based food tech startup, making molecular coffee without the coffee bean. Prior to working in the startup world, she was the Chief Curator at the Deutsches Museum in Munich, and curated the special and touring exhibition “Cosmos Coffee”. Sara Marquart studied food chemistry at the TU Munich, and holds a Ph.D. in Food Chemistry, under the supervision of Prof. Dr. Hofmann.

Thursday, 09.06.2022, 17.30 - 19.00

To Be Announced

Christoph Cordes, Co-Founder & MD, Flink

Christoph Cordes started off his career at the Boston Consulting Group where he worked mostly on Operations topics in the consumer goods industry. After 3 years at adidas he co-founded back in 2009 his first e-commerce company Fashion for Home out of Hong Kong. In 2015 he sold the business to home24 where he became a Management Board member and later IPOed the business at the Frankfurt stock exchange. At Flink, he leads teams in Country & Hub Operations, Expansion, Supply Chain, Customer Service and People. Christoph loves all kinds of sports and spending time with his family (3 kids).

Thursday, 02.06.2022, 17.30 - 19.00

Sustainable Entrepreneurship for Impact

TUM Venture Labs

You want to contribute to the major challenges of our time - such as climate change and resource scarcity? Then having sustainable technologies, processes, and business models is key. In the TUM Venture Labs, we are currently building our incubator for scalable, commercially successful start-up teams in bioeconomy, circular economy and generally GreenTech. And in addition, we provide offering and support to all entrepreneurs regardless of their domain to become the most sustainable version of themselves and be prepared to compete in tomorrow’s business world.

Thursday, 30.06.2022, 10.00 - 20.00

TUM Entrepreneurship Day

Thursday, June 30 is once again all about entrepreneurship at the Technical University of Munich! A colorful program is waiting for you: panel discussions, keynotes, workshops, as well as the popular start-up fair and pitch competition.
Thursday, 07.07.2022, 17.30 - 19.00

Success Story air up – Developing Innovative Products for Tomorrow’s Generation

**Lena Jüngst**, CCO and Co-Founder, air up

Lena is Co-Founder and inventor of air up, the world’s first drinking-bottle that flavors water just by scent – innovative, sustainable and without sugar or artificial additives. Originally, Lena developed the first prototype of air up in her Bachelor Thesis at the University of Schwäbisch Gmünd which led to founding her own start-up in 2019. air up is the world’s first refillable drinking system that can add flavor to water through scent alone, by leveraging the physiological phenomenon of retronasal smell without sugar, additives or any other ingredients. When drinking from the air up bottle, scented air bubbles are added to tap water, which pass through the throat to the olfactory center and manifest in the brain as taste. The founders want to reduce the excessive consumption of sugar in the form of soft drinks and at the same time save plastic and CO₂. air up GmbH was founded in 2019 and has its headquarters in the heart of Munich. The Starter Sets and aroma pods are available at www.air-up.com, Amazon, and in selected retailers.

Thursday, 14.07.2022, 17.30 - 19.00

What’s next? Entrepreneurial journey with the Academy for Innovators

**Anastasia Myasnichenko**, Project Leader in Innovation Education, UnternehmerTUM

Anastasia Myasnichenko is focused on team experience and digital product management at the UnternehmerTUM Academy for Innovators. Using her knowledge in the areas of psychology, business management, and computer engineering, she supports student teams in finding the right resources at every point of their journey at the Academy for Innovators. So, she is fully into making your teamwork more fun! She is inspired by courageous people striving to bring their ideas to life and by instantly emerging digital co-working tools. She will be happy to get in touch with you anytime when you feel you have something she can help you with or you have feedback on your experience with the Academy for Innovators.