TRANSFER ANDENTREPRENEUR CENTRE

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 ir 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
- mycrocast: #EmotionPur #ErsteKunde #VierKommaFuenfSterne #SachsenAnhaltDigital
- Inkubatoren FabLab und Additiv: #Laeuft #DigitalProduction #LaserCutting #Kollaboration

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**" pracital 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.

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