2ⁿᵈ NetMAR Webinar

Location: online via Zoom
TIME: 15:00 – 17:30 pm CET

Wednesday
16 November 2022

'How to Become a Sciencepreneur'

Sebastian Hillebrand, Dr Anette Kremer
Office of Innovation and Entrepreneurship, University of Bamberg

As part of its commitment to training and outreach, and dedicated to disseminating cutting-edge knowledge, NetMAR has planned a series of webinars each organised by a different partner and led by experts. NetMAR webinars cover a range of topics – from editorial and journal-hosting matters (including open access) to generating research funding, project management and administration, and starting a business – and aim to bring together scholars, industry, and policy experts, as well as professional editors and funding experts.

The 2ⁿᵈ NetMAR webinar, organised by ZeMas of UNI BA, will take place (online, via Zoom) on **16 November 2022** (15:00 – 17:30 pm CET) and will be led by **Sebastian Hillebrand** and **Dr Anette Kremer** (Office of Innovation and Entrepreneurship (BIG), UNI BA). This webinar will run under the title **'How to Become a Sciencepreneur'** and will revolve around a brief introduction to entrepreneurial mindset and a first roadmap to start a business as a medievalist.

A less noticed, yet powerful, way of exploiting research results is by starting a company and delivering value to customers. While the two worlds – science and business – are quite different, it is worth considering business startup opportunities. This webinar will deal with the following questions:

- What does it mean to be a sciencepreneur?
- What are the major challenges for scientists in a business startup process?
- What mindset is required?
- How could any business opportunities be taken into consideration and put into practice?

Please address any questions to Michaela Pölzl (ZeMas, UNI BA) at michaela.poelzl@uni-bamberg.de

2nd NetMAR Webinar

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BIG
Büro für Innovation
und Gründung

AGENDA

Introduction

15:00 – 15:05   Introduction to BIG

15:05 – 15:15   Check-in and Introduction of Participants

Mindset

15:15 – 15:20   Creative Introduction Game

15:20 – 15:30   Elaboration of Scientific Mindsets (group work, miro board)

15:30 – 15:35   Scientific vs. Entrepreneurial Mindsets (input)

15:35 – 15:45   Differences, Communalities, Opportunities (discussion)

15:45 – 15:55   Break

First Steps

15:55 – 16:00   Introduction and Roadmap

16:00 – 16:05   Personal Resources, Skills and Vision (input)

16:05 – 16:10   Developing Ideas with the Tool 'Product Field' (input)

16:10 – 16:40   Working on the Product Field (group work, miro board)

16:40 – 17:00   Presentations and Discussion of Results (discussion)

17:00 – 17:05   Next Steps (input)

Conclusion

17:05 – 17:10   Wrap-up, Lessons, Feedback

Open Space (optional)

17:10 – 17:30   Questions and Feedback

University of Cyprus

SDU