



Startup Academy Program 2021

WORKSHOPS AND EVENTS FOR SCIENTISTS AND FUTURE ENTREPRENEURS

- Apr 23rd **Design Sprints for Scientists**
How to Turn a Challenge into a Solution
Nina Kremser
- May 28th **Self-organization, Priority Setting & Procrastination**
Make the Best out of your Time
Gabriela Schweinberger
- Jun 4th **Leadership & Team Management**
Why Your Team Should Be Smarter Than Yourself
Konstanze Bittmann
- Jun 18th **Online Marketing for Startups**
Being Visible! How to Reach Your Science and Business Audience
Fabiola Lewandowska
- Aug 18th **Startup Pitch**
How to Design Effective Online Presentations
Nadine Lux
- Sep 3rd **Founding a GmbH**
Legal Aspects of Startups
Götz Friederich
- Sep 22nd **The Change of Meetings**
How to Run Productive Meetings in Startup Teams
Konstanze Bittmann
- Sep 24th **Tax law for Startups**
Get to Know What's Really Important
Götz Friederich

ALL WORKSHOPS
ARE FREE OF
CHARGE AND
HELD IN ENGLISH.
SESSIONS DO NOT
BUILD ON EACH
OTHER AND CAN
BE ATTENDED
INDEPENDENTLY



POTSDAM
SCIENCE
PARK



EUROPEAN UNION

European Regional
Development Fund

Oct 1st

Funding Opportunities and Investments

Meet Representatives of Funding Programs and Investors
Potsdam Transfer, WFBB, ILB, Brandenburg
Kapital, High-Tech Gründerfonds

Dec 3rd

Project Management

Why Project Management Is Not All About
Tools and Methods but Also a People Business
Gabriela Schweinberger

LOOKING FOR A
LABORATORY
OR CO-WORKING
SPACE IN THE
HEART OF THE
SCIENCE PARK?

Further Events

On various
Tuesdays

Science2Go | Future2Go

Monthly Research Topics and Interesting Career Paths From the
Potsdam Science Park Presented at Our *2Go Lecture Series

Nov 23rd

Potsdam Science Park Conference

Biggest Conference of the Potsdam Science Park Focusing on
Research, Technologies and Companies

Aug tbd

Rooftop Pitch Potsdam

Connecting Startups With Investors for Early-Stage Financing

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ONLINE



Events of our Partners

- Mar 26th **My Research Contract Ends Soon, What's Next?**
Advice from an Entrepreneur and Expert Will Help You
Along the Way
Dr. Arndt Schwaiger
- Apr 16th **Innovative Business Model Design**
Develop Your Business Idea on One Page
Dr. Arndt Schwaiger
- Jun 17th **Next Step Brandenburg**
Pre-round of the Next Round Brandenburg, the Brandenburg Pitch Event
Co-host: Potsdam Science Park
- Every 2nd
Tuesday **WFBB Startup Q&A (English or German)**
Get Advice on Funding Opportunities and Available Support in Brandenburg!
60 Mins Consultation Appointments
Kuang Dai, WFBB
- Every 2nd
Tuesday **WFBB Funding and Networking Q&A (English or German)**
Advice for Companies on Funding Opportunities in Brandenburg
60 mins Consultation Appointments
Bastian Kuhse, WFBB
- Every 2nd
Tuesday **Entrepreneur in Residence (English or German)**
Advice and Consulting from an Experienced Entrepreneur
60 Mins Consultation Appointments
Experts from the Business Angels Club Berlin-Brandenburg e.V.

Wirtschaftsförderung
Brandenburg | **WFBB**





Every 2nd
Tuesday

EXIST Q&A (English or German)

Get Advice on Exist Scholarship and Other Support
60 Mins Consultation Appointments
Dr. Till T. Meiling, Potsdam Transfer



Potsdam Transfer

Nov 5th

Insurances for Startups

Better Safe than Sorry
Max Grömer, Thomas Lodahl



Jun 11th

From Research to Market

Transforming Your Research Results Into a Business Idea
Néstor Rodríguez



Sep 17th

Writing a Business Plan

A Step by Step Guide on How to Start a Business
Anett Lommatzsch

Apr 21st

Zulassung von Medizinprodukten (German)

Peter Diesing, Head of Certification Medical Device
Eurofins Product Service GmbH



Apr 28th

Technische Dokumentation für Medizinprodukte nach MDR (EU) 2017/745 (German)

Peter Diesing, Head of Certification Medical Device
Eurofins Product Service GmbH

May 5th

Prüfung von Medizinprodukten (German)

Peter Diesing, Head of Certification Medical Device
Eurofins Product Service GmbH



Links to our Partners

Economic Development Agency Brandenburg (WFBB)

The Economic Development Agency of the State of Brandenburg offers the full range of relocation services and supports you in finding an appropriate site and a skilled workforce, applying for business incentives and getting in touch with technology-oriented partners.

Potsdam Transfer

Central institution for knowledge and technology transfer at University of Potsdam. With our service areas Transfer Service, Start-up Service, Innovative Hochschule Potsdam and the Coordination Office for Continuing Education, we offer a holistic approach for students, employees and Alumni of the University of Potsdam and a wide range of events and advice.

PoGS – Potsdam Graduate School

The POGS' Science meets Market (EPE) program provides basics of entrepreneurship, management skills and key competences for a possible career outside science in business, society or industry. Workshop language: German.

Leistungszentrum »Integration biologischer und physikalisch-chemischer Materialfunktionen«

The Startup Universe of the Fraunhofer-Gesellschaft supports young entrepreneurs and brings together founders, makers and thinkers from research and science.

Gründerforum Potsdam

Regional network of partners from business, science, culture, politics and administration to actively support business start-ups in all phases of the start-up process.



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Brandenburg | **WFBB**

