

# CAREER WORKSHOPS

## "Ideas for Business: your Path toward Entrepreneurship"

Trainer: Prateek Mahalwar

This course will introduce PhD students and postdocs on principles of entrepreneurship and entrepreneurial thinking.

Topics will include:

- How does a path in entrepreneurship start?
- How to identify ideas that can be turned into a business?
- How to test an idea with potential customers?
- What is the best business model for your idea?
- How to get money to operationalize your business idea: investors or other sources?

Participants will also have the opportunity to practice through **group exercises**.

This course will take place **online** from 9:00 to 13:00

**Friday 26 March 2021**

**Registration until 10 March 2021**

For more information on the course and registration contact [ngc.mainz@gmail.com](mailto:ngc.mainz@gmail.com)

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