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

Firday 26 March 2021

Registration until 10 March 2021

For more information on the course and registration contact ngc.mainz@gmail.com

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