"EVALUATION MISSION OF THE EER JURY"

organized by the Committee of the Regions & Brandenburg's Ministry of Economy and European Affairs

Potsdam, 31 May – 1 June 2012

EER Region 2011: Brandenburg

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Potsdam Transfer - Overview

Potsdam Transfer
Center for Entrepreneurship, Innovation, Knowledge- and Technology-Transfer at the University of Potsdam

Board of directors
Professor Dr. Dieter Wagner (Chair for Organization and Human Resource Management)
Professor Dr. Katharina Hölzle (Chair for Innovation management and Entrepreneurship)
Potsdam Transfer – The Four Columns

Research on Entrepreneurship and Innovation
- Research Projects
- Studies
- Joint Projects
- Scholarships
- Dissertations

Startup Service
- Business start-up advice
- Entrepreneurship qualifications
- All services for undergraduate and postgraduate students, scientists, alumni and professors from all faculties and cooperating institutes

Entrepreneurship Education
- Bachelor and Master courses in innovation and entrepreneurship
- Executive Education in MBA-programs

Transfer Service
- Project Development & Management
- Intellectual Property Management
- Technology Scouting
- Trade Fairs & Presentations
- Event and Congress Management

31st May 2012
• Startup Consultants
• BIEM Start-Up Navigator
• Business Plan Competition
• GO:INcubator
• EXIST-Scholarships
• Senior Coaching Service Competition
• Entrepreneurship laboratory
• Entrepreneurial Postgraduate Education
• ...
Entrepreneurship involves a high degree of uncertainty; there is only a small probability of predicting future individual success.

The volume of idea input is therefore crucial to raising the number of future companies.
EFRE – Structural Measures for Start-Up Funding

Startup Consultants for each faculty
give initial guidance and point teams towards coaching and education offerings

**Volume:** € 720,000,00  

**Functions:**
- provide a one stop initial contact point for entrepreneurs to be
- give an overview on internal and external offerings related to new business development and act as an intermediary towards those projects
- make an initial assessment on the quality and development state of the proposed business idea
- give some general input on advancing the business project
- establish a follow-up relationship with successful teams by seeking feedback when they are further down their project´s development path

The project is co-financed with funds from EFRE.
EXIST IV - Entrepreneurial Value Chains within pearls
Technology-Scouting, Entrepreneurship-Academy, Establishing Entrepreneurial Culture
Brandenburg
European Entrepreneurial Region 2011