

**IMAGINE,
THE FUTURE
WILL BE
WONDERFUL,
AND IT'S
BECAUSE
OF YOU!**



STRASCHEG CENTER FOR ENTREPRENEURSHIP



Entrepreneurship Center of

HM  Hochschule
München
University of
Applied Sciences

Our Vision

**RESPONSIBLE
ENTREPRENEURS
CREATE A FUTURE
WORTH LIVING.**



STRASCHEG CENTER FOR ENTREPRENEURSHIP



- ↑ Entrepreneurial thinking is our business
- SCE founder and patron Prof. Falk F. Strasczeg
- ↓ SCE office in central Munich

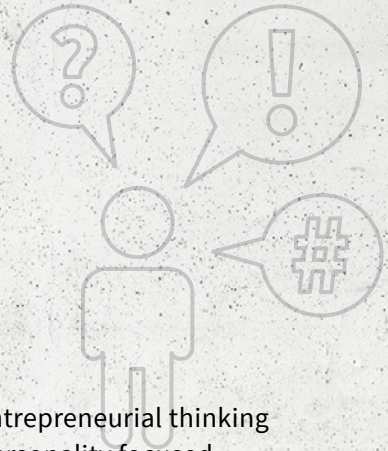


WHO WE ARE

We see ourselves as a thought leader, enabler and well-connected partner for shaping an entrepreneurial future worth living through responsible entrepreneurship. We stand for an economy that actively, innovatively and responsibly addresses technological, social and environmental challenges. Entrepreneurship, innovation and co-creation are the keys to the change.

That is why we, as the Entrepreneurship Center of HM - Hochschule München University of Applied Sciences, together with our regional and international partners, offer educational and research programs in the field of entrepreneurship. Therefore we support start-ups from the idea to the market as well as innovation processes and the development of entrepreneurial personalities.

WHAT WE DO



Students & Curious Minds

We offer multifaceted training for entrepreneurial thinking and acting that is practise driven, personality focused, transdisciplinary, team oriented and includes external partners and companies. We encourage you to participate in entrepreneurial activities and offer you a vibrant network and community with abundant opportunities to pursue your own ideas and to develop viable options for your future.

(Future) Founders & Ideators



Take advantage of our seasoned experts, proven support programs and profound network to develop your idea, build your team and scale your start-up more successfully. We support you to receive funding, co-create with established companies and on your way from idea to market.

Researchers & Scientists

Work on cutting-edge concepts of Responsible Entrepreneurship, create impulses for applied sciences and profit from insights in our scientific community. Find out which entrepreneurial potential lies within your research results and innovation projects.



Intrapreneurs & Organisations

We help companies build an entrepreneurial culture by bringing companies, start-ups and students together on joint projects, educating future intrapreneurs and co-creating with innovative start-ups.



Partners & Ecosystem

Whether regional, national or international, great ideas and innovation emerge from networks. We are always looking forward to new partners to shape and co-create a livable future.



THE WHOLE
PURPOSE
OF EDUCATION
IS TO TURN
MIRRORS INTO
WINDOWS.

Sydney J. Harris

THINK

Entrepreneurially

Students & Curious Minds

SCE educates students, practitioners and scientists to think entrepreneurially and trains potential founders to develop their business instincts.

SCE education programs are team-centred, practice-oriented and interdisciplinary and focus on supporting and developing entrepreneurial personalities. The entrepreneurial mindset, leadership skills, enthusiasm for a shared vision or dealing with uncertainty cannot be taught in theoretical seminars, but are acquired through experience and practice. Therefore we're always keen on working on real world challenges, preferably with corporate partners that deal with these up-to-date issues in their industries.

SCE programs are conducted online and offline and require their participants' full commitment. They range from curricular seminars and lectures to "Real Projects" with industry partners, which are integrated into a wide variety of study programs. Other educational opportunities are for example international bootcamps, summer schools and workshops, a one-year course of additional training through the Academic Program for Entrepreneurship (APE) or our entrepreneurship master program (Deep Dive). Each year, more than 3400 students are trained in entrepreneurial thinking and responsible action. In addition, students are able to meet interesting founders at networking events and interdisciplinary lecture series such as "Entrepreneurs Live" or can listen to our FIVE Podcast.

(Future) Founders & Ideators

SCE start-up support encourages and supports people to develop their unique ideas into fully-fledged businesses. With that goal, the Center guides its start-ups with a number of tools and formats. Exciting events and competitions for people interested in founding a company as well as intensive support in our pre- and accelerator programs on the way to product launch, funding and matching with strong corporate partners await you.

Take a look at the world of start-ups and get inspiration and motivation for developing your ideas as well as crucial insights for building your own start-up. SCE offers bootcamps, education- and accelerator programs for founders. Experienced consultants provide competent feedback along with work space at our incubator and access to outside experts for addressing special issues. Support is available for business ideas of any type or in any industry: products, services, high-tech or low-tech, software or hardware, commercial or social.

The Center also helps you to explore where your idea can find its market niche and to build up valuable partnerships with established companies with whom you can collaborate and co-create or maybe even find a shared business model.

www.sce.de/startupsupport

START *Your Idea*

**WHEN WAS
THE LAST TIME
YOU DID
SOMETHING
FOR THE
FIRST TIME?**



- ↑ Foodtech startup 'Feastr' at SCE incubator
- ↔ Our Creative Hall, where our events and courses take place
- Always important



**ASK MORE
QUESTIONS**

Applied
RESEARCH

**LOGIC WILL
GET YOU FROM
A TO B.
IMAGINATION
WILL TAKE YOU
EVERYWHERE.**

Albert Einstein

Researchers & Scientists

As a research center of HM, SCE is firmly rooted in the academic world. The center focuses on research on responsible entrepreneurship to explore and validate dynamic innovation processes and success factors of innovation and co-creation. We believe that responsible entrepreneurship is inherently connected to the research fields of entrepreneurial universities, entrepreneurship education, systemic thinking and transformation processes in entrepreneurial ecosystems. Our understanding of applied research involves an interdisciplinary approach that integrates stakeholders from academia, industry, civil society and government that are all embedded in the environment.

Research topics at SCE and HM aim at exploration and application. Research results are directly incorporated into the center's entrepreneurship education, start-up support programs and ecosystem activities. We support curious and entrepreneurial academics who are interested in responsible entrepreneurship.

Together with the HM, the SCE is active in numerous regional and (inter)national research networks to foster an inter- and transdisciplinary understanding of entrepreneurship and innovation. Partners and companies are gladly integrated into the research work. SCE follows a holistic approach to entrepreneurship and innovation and is constantly testing novel entrepreneurship methods and tools with practice-oriented project work and scientific and personal reflection.

www.sce.de/research

Intrapreneurs & Organisations

SCE helps companies build an entrepreneurial culture by educating future intrapreneurs and co-creating with innovative start-ups.

Intrapreneurship is entrepreneurial and responsible thinking and acting by employees within companies and institutions. For that, companies need innovative employees who take on responsibility and who shape the future with their entrepreneurial thoughts and actions – employees who are also entrepreneurs.

The founders and innovators in start-ups are familiar with the challenges of dynamic processes in which a business model emerges and is established in the market only gradually. Innovative companies can learn from them by observing new approaches.

Employees who are open to treading new, creative pathways to realise their full professional potential can learn to see innovation as a continuous process, to see change as an opportunity, to develop novel business models and to successfully implement new projects. In doing so, they will shape and live a new entrepreneurial company culture. To support innovative companies and employees we offer entrepreneurship education services and opportunities in work with cutting edge start-ups and entrepreneurs.

**IT'S YOUR JOB
TO CHANGE
YOUR COMPANY!**

PROJECTS

with companies

- ➔ **SCE/HM founders presenting their prototypes**
- ➔ **Internalise your vision, pursue your mission**
- ➔ **Teamwork at our incubator for the next generation of waterguns: Spyra One**



IN PURSUIT OF MAGIC





- ↑ Co-working space at our incubator in Munich
- ➔ From thinking to action
- ↓ SCE CEO Prof. Klaus Sailer in our Creative Hall



**IF YOU WANT
TO GO FAST,
GO ALONE.
IF YOU WANT
TO GO FAR,
GO TOGETHER
WITH OTHERS.**

African Proverb

CO-CREATE
the future

Partners & Ecosystem

Whether national or international in origin, good ideas emerge from networks. Co-creation, collaborative innovation processes, or simply good quality projects and concepts: these all take shape in networks.

Our activities focus on supporting the regional, national and international eco-system and connect innovative start-up ecosystems within the ‚Start for Future‘ Alliance. So in addition to our relationships within the Munich start-up scene, we are also very active at a national level, e.g. in the ‚Think Tank Start-up Universities‘, an organisation of all recognised German Start-up universities. In our extensive international network we work intensively with European and worldwide university partners, global companies and institutions such as the European Commission and OECD.

To bring together all those valuable partners to co-create we founded the ‚Start for Future‘ Alliance hand in hand with our partners to create a vibrant supra-regional entrepreneurship community. Start for Future is a fast growing open alliance of academia, start-ups, industry and public organisations which serves as an open hub of connected regional valleys in Europe driving the systemic innovation.

**You are welcome to be part of our community as an individual, as a company or institution!
Here you can join it:**

startforfuture.eu

Imprint

**Strascheg Center
for Entrepreneurship
Hess-Street 89
80797 Munich / Germany**

**Fon +49 (0)89 1265 3200
www.sce.de**

Entrepreneurship Center of



Picture Credits — S. 2 © Unsplash / Nicola Jones, S. 4 oben und unten links © Sabine Jacobs, unten rechts © Stefan Hobmaier, S. 12 unten © Nicola Riva, oben links und oben rechts © Sabine Jacobs, S. 13 © Unsplash / Jonathan Simcoe, S. 18 Matthias Rüby oben rechts und unten © Sabine Jacobs, oben links © Unsplash / Karly Santiago, S. 19 oben © Sabine Jacobs, unten links © Patrick Frost, unten rechts © Unsplash / Hannes Egler, S. 23 oben rechts © Sabine Jacobs, oben rechts © Unsplash / Samuel Zeller, unten © Unsplash / Clark Tibbs

Design — Andrea Mönch

↓ Inspired and hands on -
founders at our incubator



SCE.ROCKS

