

STARTGLOCAL GLOBAL SPIRIT FOR LOCAL START-UPS

START-UP AND INNOVATION-ORIENTED TEACHING
FORMATS FOR LECTURERS AT RHEIN-WAAL
UNIVERSITY OF APPLIED SCIENCES

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THE STARTGLOCAL TEAM SUPPORTS TEACHERS AT RHEIN-WAAL UNIVERSITY OF APPLIED SCIENCES IN THE CONCEPTION AND IMPLEMENTATION OF VARIOUS TEACHING FORMATS ON THE TOPICS OF INNOVATION AND ENTREPRENEURSHIP.

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In this brochure you will find an overview of the services offered by the Centre for Research, Innovation and Transfer (ZFIT) as part of the StartGlocal project.

StartGlocal supports start-ups and companies at Rhine-Waal University of Applied Sciences.

StartGlocal is located in the ZFIT of Rhine-Waal University of Applied Sciences and is funded under the EXIST Potentials funding line of the Federal Ministry for Economic Affairs and Climate Protection for the period from 1 April 2020 to 31 March 2024.

The aim of StartGlocal is to establish a lively and active start-up culture at Rhine-Waal University and in the region and to promote research-based start-ups and business start-ups by its students, employees, and alumni. The local knowledge and technology transfer between Rhine-Waal University and the region is to be further strengthened by the project. The internationality and interdisciplinarity of Rhine-Waal University plays an important role in this.

This brochure introduces teachers at Rhine-Waal University to the activities and opportunities for cooperation within the StartGlocal project. ZFIT is happy to provide additional support in the areas of innovation and research funding and in cooperation that go beyond the StartGlocal offers in this brochure.

Get in contact with us:
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WE SUPPORT YOU IN TEACHING

The StartGlocal team supports teachers at Rhine-Waal University of Applied Sciences in the conception and implementation of various teaching formats on the topics of innovation and entrepreneurship.

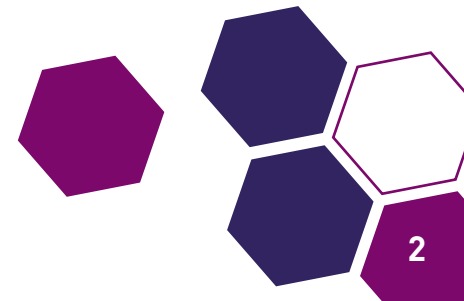
The StartGlocal project has been in existence since April 2020 and has been promoting innovative founders and start-up ideas at Rhine-Waal University ever since.

The impulse to start a business often results from acquired knowledge from curricular events. The StartGlocal team has therefore created various offers for teachers at the university. Together we want to use synergies to sensitize students to the topic of business start-ups at an early stage and to impart start-up knowledge.

We hold lectures, workshops and impulse lectures on start-up-relevant tools and topics and support the supervision of start-up-related interdisciplinary projects or theses. Our network also offers the opportunity to invite guest speakers to your lectures who are relevant to your learning content, e.g. founders of start-ups who can tell students about their experiences and learnings from practice.

On the following pages you will find said offers and examples from past semesters.

We look forward to hearing from you!



OUR STARTGLOCAL SCOUTS

Each faculty is supervised by at least one scout.

The StartGlocal Scouts are your network partners when it comes to help on the topic of entrepreneurship and start-ups at Rhine-Waal University.

As the first point of contact with students and lecturers at the university, it is the scouts' responsibility to identify and support start-up interest. To this end, the scouts offer various curricular and extracurricular activities. Examples include start-up-related interdisciplinary projects and modules or workshops, e.g., on the Business Model Canvas.

Once start-up potential has been identified, the scouts offer our start-up teams individual and personal coaching. The content of these coaching sessions ranges from the ideation phase to the creation of business models and support in prototyping, to the preparation of pitch decks and grant applications.

The StartGlocal Scouts are also involved in the organization of the annual Start-up Week at Rhine-Waal University, and you are also welcomed to participate with one or more lectures.

Our scouts are always available for questions, feedback, or suggestions for cooperation.

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CURRICULAR SUPPORT

English / German*

We will be happy to support you with the following formats or through an individually adapted program.

- Modular courses
- Cooperative or independent supervision of interdisciplinary projects Start-up
- Talks - arranging start-ups for guest lectures in lectures
- Conception and supervision of innovation sprints in cooperation with regional companies
- Individual support and mediation for foundation-oriented theses
- Participation in the Gründungswoche Deutschland (Foundation Week Germany)

* These offers can be made in German or English language.

DETAILS

The colleagues from the StartGlocal project will support you in the conception and implementation of various start-up-oriented forms.

We are happy to support you in the supervision of interdisciplinary projects and modules or, after consultation with you, also provide holistic supervision.

Workshops on entrepreneurial methodologies help students to realize their ideas and prepare them for starting their own business.

We will be happy to find start-ups that match your learning content and share their own experiences and learnings in guest lectures.

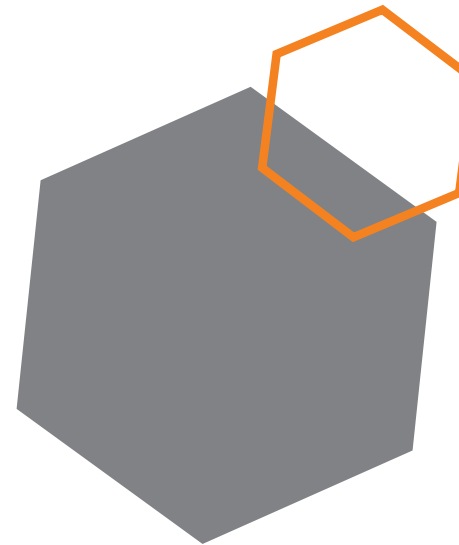
Furthermore, a joint conception of an innovation sprint is possible, in which the students, under the guidance of a coach, solve real problems of regional companies.

If one of your students is working on a thesis related to entrepreneurship, we will be happy to help you find regional start-ups or provide support ourselves if the topic is directly related to entrepreneurship or start-ups.

KEYNOTES

We offer exciting impulse lectures on various topics related to start-ups and entrepreneurship as part of your lecture:

- Ideation Tools
- Business Model Generation
- Value Proposition Design
- Testing Business Ideas
- Business Ideas Pitch
- 10 steps to a start-up
- How can I find a start-up/company as a student?
- How can I become a freelancer as a student?
- Lean Entrepreneurship
- Social Entrepreneurship



MODULAR COURSES

English / German*

The following topics are possible as semester-long and individually designed courses:

- Ideation tools for generating a business idea
- Business Model Generation using the Business Model Canvas
- Value Proposition Design using the Value Proposition Canvas
- Testing business ideas using testing cards
- Business Ideas Pitch

Using scientific techniques and tools that are also used in many successful start-ups, students learn about the process of idea generation - and realization - in a practice-oriented way. The scope of the course can be adapted individually, from one to several lectures.

* This offer can be made in German or English language.



WHY WORKSHOPS?

We implement workshops in your course! Students learn contemporary techniques for self-realization as they are used in many successful start-ups.

Your advantages

- The students develop their own business-strategies or learn to realize their ideas. This increases motivation for active participation in the module.
- If a team stands out particularly positively within a workshop and there is an actual desire to find a company, participation in further coaching formats is possible.
- Further coaching by our scouts or external mentors are also possible outcome.

FURTHER OFFERS

INNOVATION SPRINT

The aim of this format is to learn from practical experience. Together with you, we design a workshop lasting one or more days in which your students work on a real, innovative challenge of a regional company. The workshop is accompanied by a creativity and innovation coach, the StartGlocal team and representatives of the company.

At the end of the course, the solution approaches are presented. The best solution is awarded a prize and ideally also implemented in the company, for example during an internship or a final thesis.

Best Practice: Innovation Sprint with Start-up „Fairnergy“

Car-free cities are no longer a utopia. Large cities like Vienna, Bogota and Oslo are already partly car-free. But is that also possible in Kleve? Students and employees of Rhine-Waal University of Applied Sciences (HSRW) have taken up this challenge together with the local start-up Fairnergy and a representative of the city of Kleve.

Divided into three teams and under the guidance of a creative coach, 20 participants from all faculties of the HSRW found creative solutions and presented them in a pitch. The jury, consisting of representatives from the university, the city of Kleve and the start-up Fairnergy, chose the best idea of the day.

The winners thought about the parking situation outside Kleve and came up with a modern solution: Mobility Hubs. In addition to parking spaces, the Mobility Hubs offer charging stations for e-cars and E-bikes, a petrol station and public transport to make getting to the city easier.

In the other groups, discussions included simplified accessibility of public transport to ensure inclusion and participation of the population.

Philip Weykamp, founder of Fairnergy, is pleased about the successful Innovation Sprint: „It was great to experience the creativity of the students and employees live. The solutions developed can serve as the basis for the first step towards a real change in mobility in Kleve.“

To make the success of the event visible in the long term, the start-up Fairnergy is planting another tree for the StartGlocal Forest.



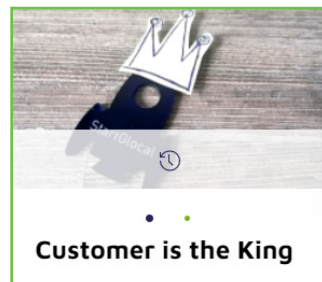
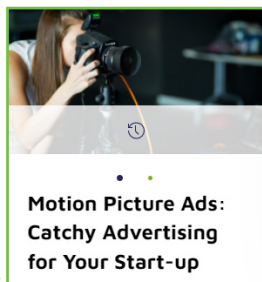
FURTHER OFFERS

START-UP WEEK GERMANY

As a teacher, you can actively participate with your course during the nationwide campaign to strengthen entrepreneurial thinking, the Gründungswoche Deutschland (Start-up Week Germany) - we will be happy to support you.

In recent years, we have organized a large number of events as part of the Start-up Week to promote entrepreneurship at Rhine-Waal University of Applied Sciences. Our Start-up Week is part of the largest nationwide campaign for entrepreneurship and entrepreneurial spirit: Gründungswoche Deutschland and the international Global Entrepreneurship Week, which takes place in 170 countries and involves more than 10 million people from all over the world.

EVENT EXAMPLES:



ABOUT THE START-UP WEEK GERMANY:

During the nationwide campaign week, the partners of the start-up week offer workshops, seminars, business games, competitions and many other events on the topic of professional self-employment. Together with the Federal Ministry for Economic Affairs and Climate Protection, they provide impetus for a new start-up culture and a friendlier start-up climate in Germany.

Start-up Week Germany takes place every year in close cooperation with **Global Entrepreneurship Week (GEW)**. The GEW is a worldwide action week that in 2021 alone inspired millions of young people in around 170 countries for innovative ideas, start-ups and entrepreneurship with more than 40,000 events.



FURTHER OFFERS

START-UP TALK

We will be happy to find suitable founders for your course content, who will give guest lectures in your lectures and pass on their own experience reports and learnings from practice to the students.

Best Practice: Start-up Talk of the start-up „Duck Train“ in the Faculty of Society and Economics

Ducktrain: A smart, electric, and automated light vehicle for the urban and industrial last mile. The virtual coupling of five individual Ducks into a Ducktrain allows the same payload as a normal delivery van.

The guest was Dr Kai Kreisköther, CEO of the company Ducktrain.

In total, he was available to the students of International Business Management within their course „Supply Chain Management“ (2nd semester) for about 60 minutes.

First, he talked about himself, his career, and the idea of Ducktrain, then there was a Q&A session.

The talk took place as part of a curricular event. The aim was to show students the possibilities of setting up a business in line with the topic of the event.



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START-UP TALK:

First-hand experience reports

Ihre Vorteile:

- Students learn entrepreneurial and innovative mindset from experiences of founded start-ups.
- The start-ups are available to answer questions
- The industry in which the respective start-up operates can be directly adapted to your learning goals.
- The StartGlocal team has networked with many successful start-ups in recent years, but if we do not have a suitable start-up in our network, we will try to acquire one for you.
- Start-ups are often looking for co-founders or employees. This can open up new career opportunities for your students.

FURTHER BEST PRACTICE EXAMPLES

Curricular workshops

We have conducted several curricular workshops on the use and creation of the Business Model Canvas in the Environment and Energy, B.Sc. degree program in the Entrepreneurship module.

Course „Founding a Start-up“ in the master’s program „Health Sciences“. We offered four workshops throughout the semester. A kind of „all-in-one“ package as a crash course to teach the students all the basic steps of founding a start-up.

We accompanied and holistically supervised the module „Setting up a Business and Financing“ in the degree program „Sustainable Tourism, B.A.“ over the course of one semester.

In this module, the students have been taught all the necessary skills for the contemporary founding of innovative companies.

Interdisciplinary project (IP) on „Innovation management system to promote innovative ideas at universities“.

A team of students has conceptualized and programmed a fully functional innovation management tool for use at universities in an agile environment. This project was independently conceived and supervised by StartGlocal.

Interdisciplinary project on „Applied Innovation Management“.

StartGlocal supported the team of the „Cross Innovation Lab - NiederRhein“ in the development and implementation of two workshops on the topic of cross innovation. The workshops were hosted by students and reached participants from all over the world.

TRANSFER OF YOUR IP

We would be happy to work with you to find ways of not letting IP results remain consistent.

StartGlocal is interested in supporting students and employees of the university in the development of project results, both from interdisciplinary projects and from research projects, to market maturity.

We are also happy to accompany you from the beginning of an IP and throughout its entire course, to jointly ensure more sustainability in the project.



INNOVATIVE START-UP IDEAS AND FREELANCE WORK

English / German*

You yourself or one of your students has a promising idea, but needs help in realizing it? That's exactly what StartGlocal is for!

In addition to our workshops, business idea competitions and other start-up events that we organize during the semester, we consistently offer personal start-up coaching for our students and staff. Our start-up scouts are represented in all faculties and departments of our university and are constantly on the lookout for innovative ideas and motivated entrepreneurs.

1. Development of a business plan and creation of the first MVP (Minimum Viable Product)

The main tool in our coaching process is the Business Model Canvas. This tool facilitates the development of value and growth hypotheses for the start-up idea and helps to find appropriate ways to test them.

Parallel to the step-by-step improvement of the business plan, the teams will design an MVP (a prototype) that can be tested by potential customers. Of course, the StartGlocal team will be at your side throughout the whole process.



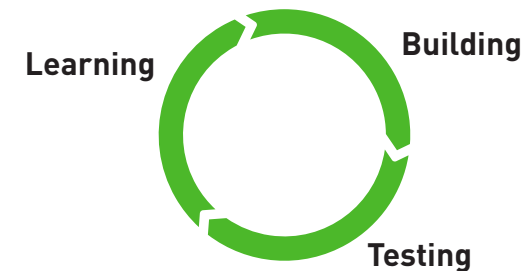
* This offer can be made in German or English language.

INNOVATIVE START-UP IDEAS AND FREELANCE WORK

English / German*

2. Build, test, learn - and repeat!

We will follow a circular, iterative process of repeatedly building the MVP, testing its performance and learning (using Leap of Faith hypotheses).



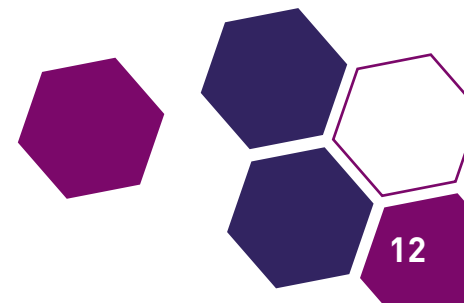
3. Suitable legal form and possible start-up financing

Depending on the concrete idea and the business model, we now discuss which legal form is suitable for the start-up and whether it makes sense to apply for start-up financing or funding. If necessary, we prepare a convincing pitch for the respective start-up idea together with the team.

Freelance

We coach not only innovative start-up ideas but also future freelancers on their way to self-employment. Depending on the desired sector, we provide individual advice, answer questions, and give budding entrepreneurs or artists the most important know-how for the start of their freelance life.

* This offer can be made in German or English language.



CONTACT

Have we aroused your interest?

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