

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



STRASCHEG CENTER FOR ENTREPRENEURSHIP



SCE is the Entrepreneurship Center of  
Munich University of Applied Sciences (MUAS)



# Vision

Responsible Entrepreneurs  
create a better future.

# Mission

Since we believe this, we  
understand SCE as a thought  
leader, enabler, and well-  
connected partner for creating  
an entrepreneurial-oriented  
and livable society as well  
as successful start ups.



## Who we are

SCE promotes innovation and entrepreneurship through interactive educational programmes, start-up support, research, projects with company partners, and networking activities. We are the Entrepreneurship Centre of the Munich University of Applied Sciences (MUAS) and understand Entrepreneurship as a meaningful and responsible tool that can be both positive and profitable for the individual as well as for society.

We motivate and empower people to think like entrepreneurs and to shoulder responsibility. Therefore, we teach them to deal with uncertainty as well as leadership qualities and the ability to work in teams. Entrepreneurship encourages people to look beyond the horizon of their disciplines and develop their own visions.

We create impulses through research and are constantly further developing our understanding of entrepreneurship. We support start-ups, organisations, and equip future entrepreneurs to become active, to build, to use their own resources, and to translate their ideas and projects into actions. The creation of a start-up and acting as a successful intrapreneur within a company are what we want to establish as viable options for everyone's life.

We combine the best of many worlds: as an academic institute of a large German university, as an innovation laboratory and research institution, as a think-tank, start-up incubator and as part of a cross-society learning community.

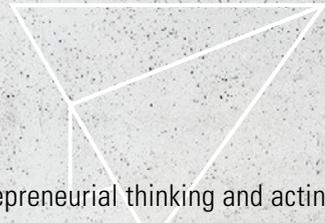
- ↑ Entrepreneurial thinking is our business
- SCE founder and patron Prof. Falk F. Strascheg
- ↓ SCE office in central Munich



# 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, your project and your team more successfully. We support you on the way from idea to market.



## Researchers & Scientists

Work on cutting-edge entrepreneurial concepts in our research institute, 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.



## Intreneurs & 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 startups.



## Partners & More Partners

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 and scientists to think entrepreneurially and trains potential founders to develop their business instincts.

SCE education programmes 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 programmes 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 programmes. Each year, more than 1200 students are trained in entrepreneurial thinking and responsible action.

Many other educational opportunities are also available, for example, at international bootcamps, summer schools and workshops or a one-year course of additional training through the Academic Programme for Entrepreneurship (APE). In addition, students are able to meet interesting founders at networking events and interdisciplinary lecture series such as "Entrepreneurs Live".

[www.sce.de/education](http://www.sce.de/education)

Your Idea  
**Start**

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

(Future) Founders & Ideators

SCE encourages and supports people to develop their unique ideas into fully-fledged businesses. With that goal, the Center guides its startups with a number of tools and formats and offers boot-camps, education- and accelerator programmes for founders.

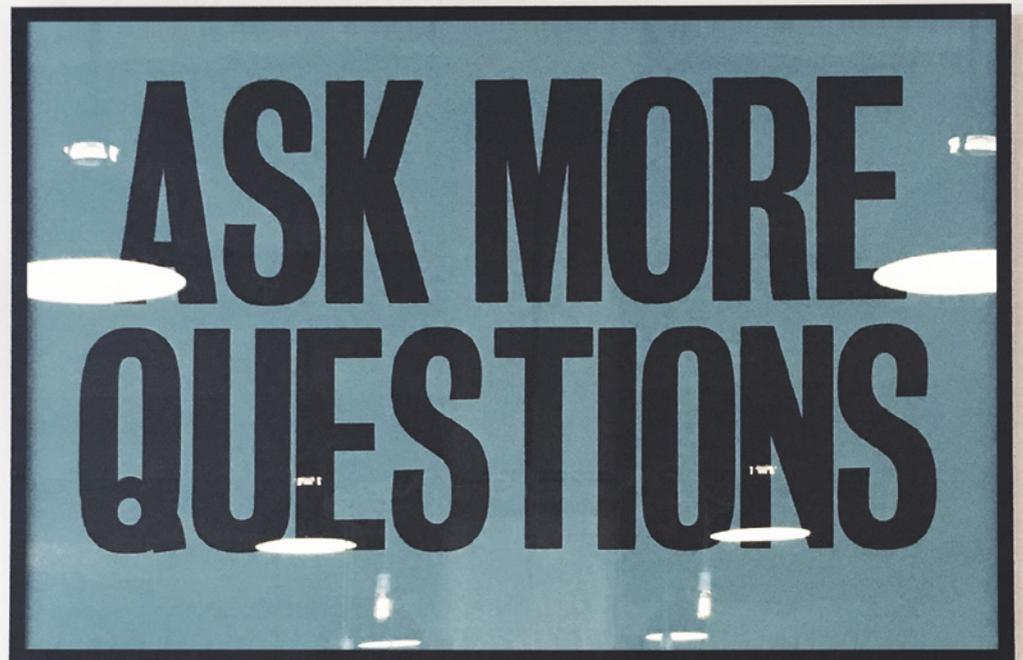
SCE start-up support provides assistance to individuals pursuing their own entrepreneurial ventures. Experienced consultants are provided along with work space at our incubator, a project budget and access to outside experts for addressing special issues. Support is available for business ideas of any type or in any industry: products, services, high-tech or low-tech, software or hardware. Alongside general start-up consulting, SCE regularly holds qualification and network events and offers special assistance to entrepreneurial teams. SCE Start-up League offers students and alumni funding to implement their ideas; and the Strascheg Award offers prizes for business ideas, projects and research initiatives that demonstrate entrepreneurial motivation.

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. Of the roughly 200 ideas that come to the Center each year, about 25 successfully enter the market.

[www.sce.de/startupsupport](http://www.sce.de/startupsupport)



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



# Applied Research

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

ALBERT EINSTEIN

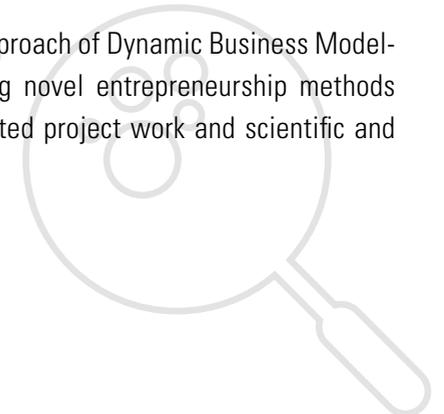
## Researchers & Scientists

As a research institute of Munich University of Applied Sciences, SCE is firmly rooted in the academic world. The Center carries out research on the state of entrepreneurship and is particularly expert in the fields of entrepreneurship education, the innovation process and success factors of innovation and collaboration.

The goal of SCE research is to foster a better understanding of collaborative dynamics that are coupled with great uncertainty in innovation processes so that co-creation and open innovation become more successful. Our research findings are directly applied to SCE's entrepreneurial training and start-up support programmes. Together with the Munich University of Applied Sciences, SCE is a member of regional, national and European research networks. It includes academic partners, businesses and non-profit organisations in the research projects. Topic-related theses (BA, MA) as well as dissertations (Ph.D., DBA) are supervised by the SCE research team.

SCE follows a holistic approach of Dynamic Business Modelling and is constantly testing novel entrepreneurship methods and tools with practice-oriented project work and scientific and personal reflection.

[www.sce.de/research](http://www.sce.de/research)



IT'S YOUR  
JOB  
TO CHANGE  
YOUR  
COMPANY!

*with companies*  
**Projects**

## Inpreneurs & Organisations

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

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 startups and entrepreneurs.



- Mobility startup 'Urmo' testing prototypes
- ↓ Internalise your vision, pursue your mission
- ⇓ The next generation of water guns: 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



COME  
RUN  
WITH  
US

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

AFRICAN PROVERB

*the future*  
**Co-create**

## Partners & More Partners

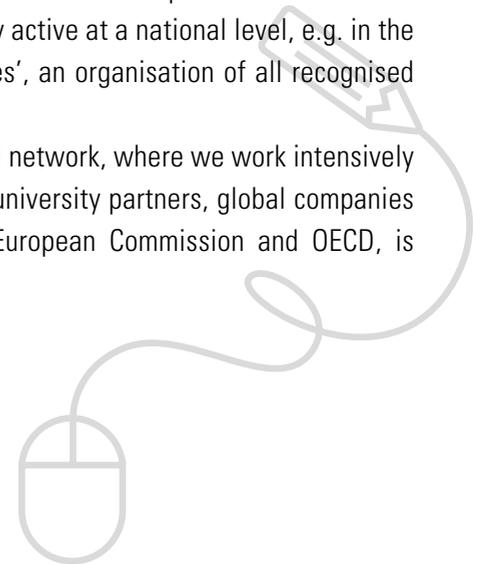
Whether national or international in origin, good ideas emerge from networks. Co-creation, collaborative innovation processes, or simply good quality projects and concepts: these all take shape in networks.

By cooperating with our partners both we and our partners can expand, update and scale our offers, whether applied to qualification, start-up support or research. Therefore regional, national and international partnerships are very important to SCE, be they with universities, businesses, or institutions.

Our outreach activities focus on supporting the regional, national and international eco-system to create a vibrant entrepreneurship community. 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.

Our extensive international network, where we work intensively with European and worldwide university partners, global companies and institutions such as the European Commission and OECD, is particularly important for SCE.

[www.sce.de/network](http://www.sce.de/network)



## Imprint

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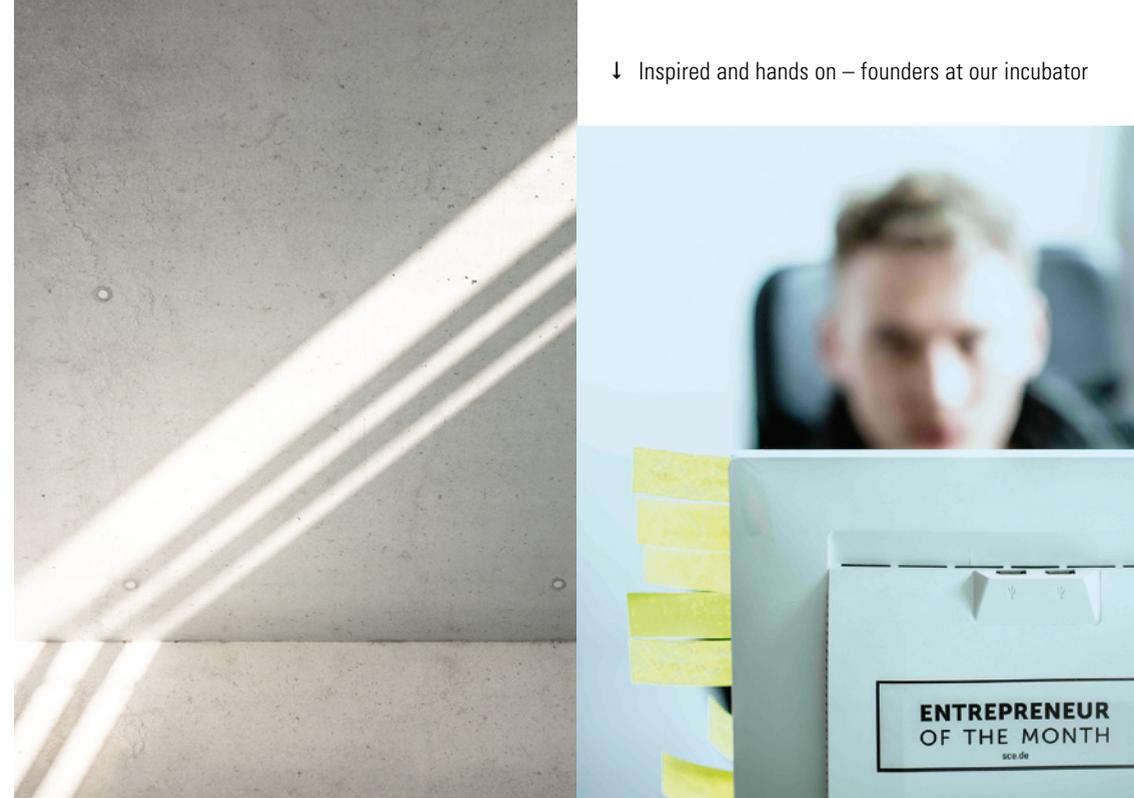
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Design — Andrea Mönch

↓ Inspired and hands on – founders at our incubator



sce.rocks

