Strascheg Center for Entrepreneurship
Entrepreneurship Center of the Munich University of Applied Sciences
Entrepreneurship turns ideas and technologies into innovations. Only through innovations we can ensure the continuous renewal essential to our economy.

Falk F. Strascheg
Founder and Entrepreneur
OUR PROFILE

• Founded in 2002 by the Falk F. Strascheg Foundation
• Affiliated Institute of the Munich University of Applied Sciences
• Ca. 25 Staff
• Non-profit-making Limited Liability Company
• Responsibility for all MUAS Activities in Entrepreneurship
• 4 Professorships in Entrepreneurship
OUR UNIVERSITY

• Founded 1971
• 16,500 Students
• 470 Professorships, 600 Staff, 750 Lecturers
• Over 60 Courses of Study in 14 Faculties
  • Engineering
  • Economics
  • Social Studies
  • Design
In 2011 SCE and MUAS were one of first three universities in Germany to be awarded the status of “EXIST Start-Up Universities” by the Federal Ministry for the Economy and Technology (BMWi).
In a vibrant culture of innovation entrepreneurial expertise and leadership qualities are rooted in young people, who contribute to a responsible shaping of our common future. At the same time research creates new stimuli to training in entrepreneurship.
WHAT IS IMPORTANT TO US

• A culture of innovation within and between universities

• Personalities with a flair for entrepreneurial thinking and action

• Business Start-Up as a desirable and viable option for their own future.

• Stimuli through research

• A sustainable future
## OUR UNDERSTANDING OF ENTREPRENEURSHIP

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OUR UNDERSTANDING OF INNOVATION

Innovation as a complex and comprehensive process:

- Problemerkennung
  - Bedarfsanalyse
- Entwicklung von Lösungen
- Umsetzung
- Markteinführung
- Wachstum

Perspektiven:
- Fähigkeiten und Werte
- Kundenbedürfnisse
- Technologie
- Gesetze/Politik/Kultur
- Zukunftsfelder/Trends
- Finanzierungs- voraussetzungen
OUR CORE AREAS

QUALIFICATIONS
START-UP SUPPORT
RESEARCH
NETWORKING AND COLLABORATION
SE ACADEMY
QUALIFICATIONS – OUR APPROACH

- Personal Development Training
- Communication of Expertise
- A Focus on Application and Practicability
- Interdisciplinarity
QUALIFICATIONS – OUR TEACHING FORMATS

- Lectures and Seminars
- Real Projects
- Intensive Workshops
- APE Additional Certificate
QUALIFICATIONS – REAL PROJECTS

• Real Projects is a practice-oriented teaching program
• In real projects interdisciplinary student teams work on actual company-specific tasks
• Innovative solutions are developed – and implemented jointly with the participating company
PRACTICE – PROJECT STEELCASE

Impressions of the creative process during the office furniture production project
PRACTICE – PROJECT FRIENDSCOUT24

THE TASK:
FriendScout24 wishes to use social media portals as a user-magnet and seeks possibilities for linking social media with its own core services as a partner agency.

SOLUTION:

IMPLEMENTATION:
The prototype is currently being implemented in the FriendScout24 laboratory.
THE TASK: FriendScout24 wishes to use social media portals as a user-magnet. FriendScout24 is therefore seeking possibilities for linking social media with its own core services as a partner agency.

THE SOLUTION: examination of the question by the ape-Team with the help of the advanced Design Thinking approach (Human Centered Innovation).
START-UP SUPPORT – OUR APPROACH

• Start-up advice from the initial idea up to market readiness.
• Support for people and start-up ideas in all areas, from Social to High-tech
• Support for MUAS students and external business founders
• Co-Creation as a start-up approach
START-UP SUPPORT – WHAT WE OFFER

Innovation-Café

Start-Up Advice

Start-Up League and Support Programs

Networking with Alumni, Partners and Sponsors
A SELECTION OF OUR START-UP TEAMS
RESEARCH – OUR APPROACH

- Research fields: innovation management and entrepreneurship
- Conducting applied research projects
- Involvement of national and international partners and businesses
- Research as a stimulus for entrepreneurship training
RESEARCH – WHAT WE OFFER

Postgraduate Programs
- Ph.D.
- DBA

Bachelor and Masters Degrees
- Bachelor
- Master

Research Projects
- INNOSTART

National and International Research Networks
- REE
- EREE
- FGF
- NITIM
- 4e
NETWORKING AND COLLABORATIONS

Regional, National and International Businesses

International Research Networks

Social Institutions and Organisations

Start-Ups and innovative Business Founders

Partners from Science and Universities
NETWORKING AND COLLABORATIONS

A network of partners from science, commerce and society

- Regional, national and international businesses
- Partners from science and universities
- International research networks
- Social institutions and organisations
- Start-ups, pioneers and innovative business founders
NETWORKING AND COLLABORATIONS

An International Network of Partners in Science, Commerce and Society:
Russian German Strascheg Center for Entrepreneurship in Saint Petersburg
- qualification: international master
- „Real Projects“ (practical and interdisciplinary projects of students with companies)
- Incubator (start-up exchange)
- Third-party funded projects
- Exchange of students and professors
Educating Entrepreneurship Educators

Coneeect is an international network of universities that offers training courses for academic entrepreneurship teachers to improve the Entrepreneurship Education across Europe.

www.coneeect.eu
SOCIAL ENTREPRENEURSHIP ACADEMY (SEA)

SEA is a collaboration between the entrepreneur centers of the four Munich universities.

A platform for social entrepreneurs to achieve the realisation of their ideas.

- Encouragement of social innovations through entrepreneurial thought and action
- Information and Guidance
- Communication of knowledge and qualifications
- Space for ideas, experimentation and development
- Support for start-up schemes
- Social networks, events and partnerships

www.seakademie.de
OUR HOME – THE STEELCASE CREATIVE HALL
WE LOOK FORWARD TO YOUR VISIT

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MANY THANKS FOR LISTENING

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