

# AGEA START-UP CLASS

**TRAINING & COACHING** RESEARCH-BASED START-UP  
PROJECTS



UNIVERSITÄT  
LEIPZIG



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service

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 Federal Ministry  
for Economic Cooperation  
and Development

# OUR MISSION

We, at International SEPT Competence Centre at Leipzig University, provide theoretical insight and practical experience in developing Start-ups and Small and Medium-sized Enterprises (SMEs).

Due to our location in Germany, we have consistently had the opportunity to learn from successful German SMEs as well as economic promotion institutions and analyzed, in detail, their best practices and experiences.

Our main goal is to transmit this knowledge to organizations worldwide to successfully implement winning strategies to promote start-ups and SMEs. Our activities in Africa are implemented by African German Entrepreneurship Academy (AGEA) as part of the African Centre for Career Enhancement and Skills Support (ACCESS) project.

In Africa, we empower Higher Educational Institutions (HEIs) in entrepreneurship promotion activities to encourage the establishment of vibrant university-business linkages and knowledge sharing between universities and business associations in Germany and African partner countries. Prospectively, our activities will focus more on developing and supporting research-based or spin-off start-up projects generated from research results conducted by researchers at African universities.

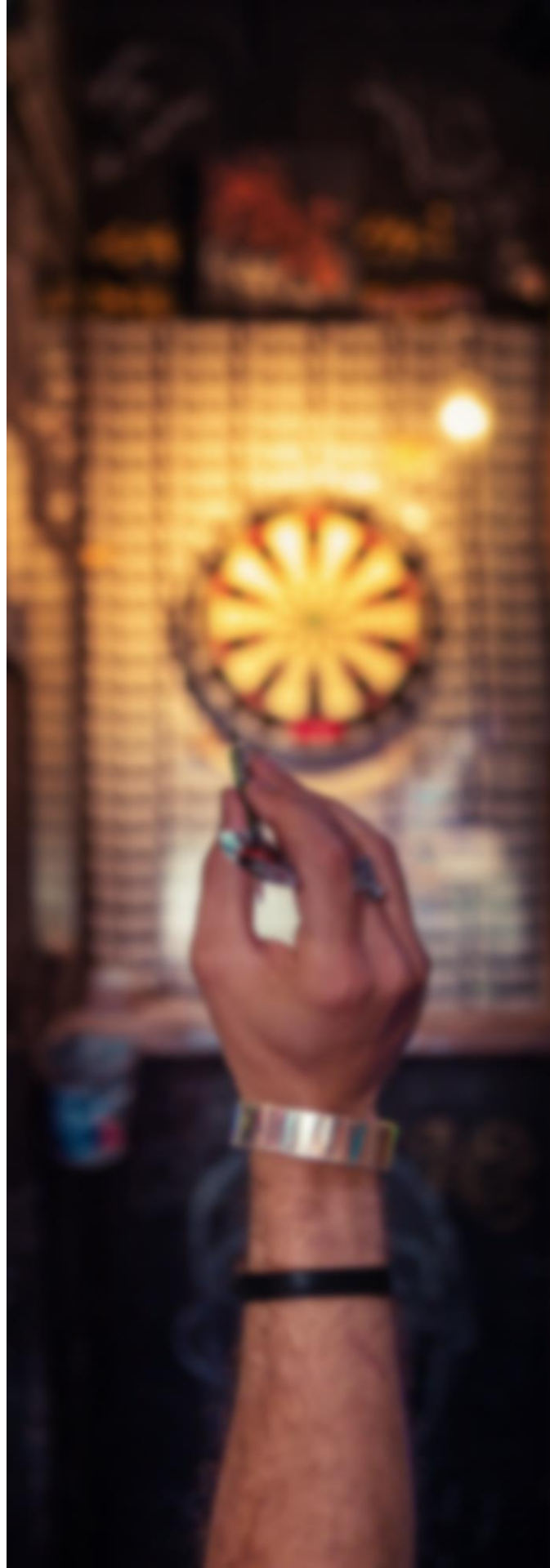


# TRAINING CONCEPT & OBJECTIVES

Researchers in universities and other HEIs generate new knowledge through diverse research activities. However, much of the new knowledge and technologies produced through research and development at universities remain shelved and unexploited for the benefit of society at large. As a result, new knowledge and technology are rarely commercialised into products and/or services for the market. While this is a global phenomenon, this knowledge and technology transfer gap between research and the commercialisation of research results is wider in developing contexts like Africa. It has been demonstrated that converting new knowledge into products and services through spin-offs and research-based start-up collaboration is reciprocal.

To promote this research-based entrepreneurship, researchers and research students need to be supported to develop their science in a way that can lead to real-world impact and be able to transform their research outcomes into viable business enterprises.

The AGEA Start-up Class is a follow-up intervention of the AGEA Business Idea Competition organised to expose innovative and viable business ideas from researchers based on their research results. The training seeks to enhance and promote the business orientation and capacities of researchers (PhDs, university lecturers, professors and researchers staff) and entrepreneurs to harness the business potential of their research results, thereby helping them develop competitive products and services for the market.



# TRAINING SESSIONS AND STRUCTURE



The training is generally structured to cover three (3) key sessions of business development:

## 1. Business Idea Development

- a) Business Idea Presentation
- b) Value Proposition Design
- c) Profit Model Design

## 2. Business Model Development

- a) Marketing and Distribution
- b) Business Systems Development

## 3. Enterprise Resource Planning

- a) Financial Planning
- b) Start-up Financing Opportunities

### Important to Note

- The training course will be delivered through various knowledge transfer formats, including presentations, workshops, and coaching.
- The training will run for 7 sessions, 3 hours each. A total of 21 training hours. Additional hours for coaching will be determined by the start-up teams and coaches. See next page for detailed schedule.
- Start-ups will be assigned to coaches during the training session depending on their commitment and interest in the training and receiving coaching.
- Start-up teams need to demonstrate a strong interest in the training through active participation in each training session. The participation of uncommitted teams will be terminated.

# TRAINING SESSIONS AND STRUCTURE



DATE & TIME (CET)	TOPICS	METHODOLOGY & TOOLS	TRAINERS & COACHES
09 March 2022 (13:00 – 16:00)	Introduction	<ul style="list-style-type: none"> <li>• Presentation of the programme and start-up coaches</li> </ul>	<ul style="list-style-type: none"> <li>• Prof. Dr. Utz Dornberger</li> <li>• Markus Maier</li> <li>• Johannes Göckeritz</li> <li>• Gundula von Fintel</li> <li>• Christian Hauke</li> <li>• Christian Scheffler</li> </ul>
23 March 2022 (13:00 – 16:00)	Value Proposition Design	<ul style="list-style-type: none"> <li>• Customer Demand Profile</li> <li>• Value Map</li> <li>• Product Model</li> </ul>	<ul style="list-style-type: none"> <li>• Johannes Göckeritz</li> <li>• Gundula von Fintel</li> </ul>
06 April 2022 (13:00 – 16:00)	Marketing & Distribution	<ul style="list-style-type: none"> <li>• Customer Growth Canvas</li> </ul>	<ul style="list-style-type: none"> <li>• Markus Maier</li> </ul>
20 April 2022 (13:00 – 16:00)	Profit Model Design	<ul style="list-style-type: none"> <li>• 10 Types of Innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Christian Hauke</li> </ul>
11 May 2022 (13:00 – 16:00)	Business System development	<ul style="list-style-type: none"> <li>• Unique Resource Analysis</li> <li>• Production Process Mapping</li> </ul>	<ul style="list-style-type: none"> <li>• Prof. Dr. Utz Dornberger</li> </ul>
25 May 2022 (13:00 – 16:00)	Financial Planning	<ul style="list-style-type: none"> <li>• Financial Planning Tools</li> </ul>	<ul style="list-style-type: none"> <li>• Markus Maier</li> </ul>
08 June 2022 (13:00 – 16:00)	Start-up Financing Opportunities		<ul style="list-style-type: none"> <li>• Christian Scheffler</li> </ul>

# PROFILE OF **TRAINERS & COACHES**



## **PROF. DR. UTZ DORNBERGER**

Utz Dornberger is a professor for Development Economics with specialty in Small and Medium-sized Enterprise. He is the Director of the International SEPT Competence Center (SME Promotion and Training) at Leipzig University. His academic and professional focus lies in innovation management in SMEs, innovation policies, promotion of entrepreneurship and internationalization process of businesses. Currently, he is also the Director of the Self-Management Initiative Leipzig (SMILE) of Leipzig University, which has supported the creation of around 600 start-ups in the last 15 years. Prof. Dornberger is also the founder of iN4iN-Network (intelligence for innovation) promoting the cooperation between universities worldwide in the fields of technology transfer and entrepreneurship promotion ([www.in4in.net](http://www.in4in.net)). The in4in-Network is a joint cooperation project between Leipzig University and the international consulting firm Conoscope GmbH.



## **MARKUS MAIER**

Markus Maier is a coach at the Self-Management Initiative Leipzig (SMILE) at Leipzig University since 2008. He is in-charge of supporting start-ups in financial planning, marketing and market research. Before he joined the SMILE team he was lecturer and research assistant at the professorship Marketing at Leipzig University. There he was also in-charge of the Global Competitiveness Program, a joint venture of Leipzig University and Ohio University (USA).



## **CHRISTIAN HAUKE**

Christian Hauke is a coach at the Self-Management Initiative Leipzig (SMILE) at Leipzig University since 2012. He is in-charge of start-up promotion and technology transfer consulting for students and employees of Leipzig University and other local research institutions.

# PROFILE OF **TRAINERS & COACHES**



## **CHRISTIAN SCHEFFLER**

Christian has been part of the SMILE team since 2016. He supports start-ups in the high tech and the life sciences sector. In addition, Christian is our expert in financial strategy, subsidies, and venture capital.



## **GUNDULA VON FINTEL**

Gundula studied Biology (B.Sc. and M.Sc.) at the University of KwaZulu-Natal, South Africa. After relocating to Germany in 2006, she worked for several SMEs and start-ups in the life sciences and medical device sector. Her interest in the start-up sector led her to study the SEPT MBA from 2015 to 2017. Since then, she has worked at SEPT and is currently a Technology Scout at SMILE, where she works together with technology-oriented founding teams in their early stages. Her second field are start-ups in the smart infrastructure industry.



## **JOHANNES GÖCKERITZ**

Johannes Göckeritz is a trainer and coach at SMILE with a focus on freelancers (especially in the creative industries) and other solo entrepreneurs. He has educational background in communication/media studies and andragogy (at Leipzig University) and in music and music business (at University of Popular Music and Music Business, Mannheim), both as the Masters level.





## ADDITIONAL INFORMATION

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### PLACE

The training course is online.



### LANGUAGE OF INSTRUCTION

The training course would be conducted in English.



### PARTICIPANTS

Participants of the training for this year are selected from:

1. AGEA Business Idea Competition 2021
2. Pan African University Innovation Challenge
3. Recommended Start-up projects by AGEA partners



### CERTIFICATE

A certificate for the training course will be issued by the International SEPT Competence Center, Leipzig University.



### TRAINING RESOURCES

Resources (presentations, books, links, etc.) will be available on the Leipzig University Moodle Platform.





### **Training Coordinator**

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