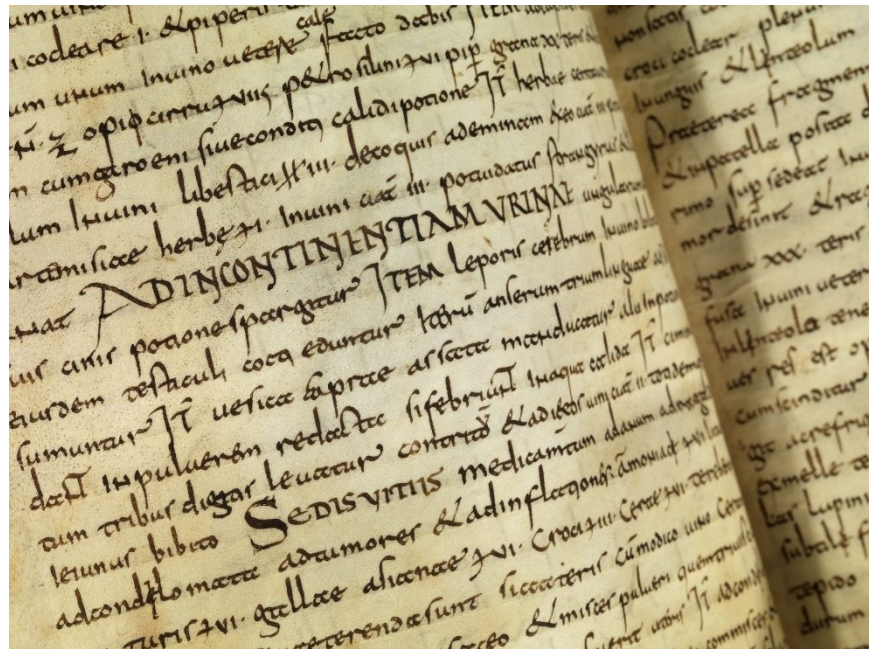


How to Become a Sciencepreneur

Training in Entrepreneurship



University of Bamberg

30 April 2026, 13:00 CET

Büro für Innovation und Gründung

Office of Innovation and Entrepreneurship

Link: <https://uni-bamberg.zoom-x.de/j/63868909344>

Storytelling as *Pharmakon* in Premodernity and Beyond: Training the New Generation of Researchers in Health Humanities (StoryPharm)



Storytelling as *Pharmakon* in Premodernity and Beyond

Training the New Generation of Researchers in Health Humanities (StoryPharm)

StoryPharm Training in Entrepreneurship

Webinar

Short Presentation

This training is offered by the Office of Innovation and Entrepreneurship (BIG – Büro für Innovation und Gründung) of the University of Bamberg and it introduces Doctoral Candidates to the basic skills and processes through which a humanities scholar could become an entrepreneur.

The training is offered by Anette Kremer and Sebastian Hillebrand of BIG and has a duration of 270 minutes.

The training's goal is to pinpoint an alternative way of exploiting research insights as a future career option by founding a company and delivering value to customers. In the framework of this webinar, the following questions are addressed:

- What does it mean to be a sciencepreneur?
- What are the major challenges for scientists in a business startup process?
- What mindset is required?
- How could any business opportunities be taken into consideration and put into practice?

Programme

What it's all About

A less noticed, yet powerful, way of exploiting research insights is by founding a company and delivering value to customers. While the two worlds – science and business – are quite different, it is worth considering business startup opportunities.

In the framework of this webinar, we deal with the following questions:

- What does it mean to be a sciencepreneur?
- What are the major challenges for scientists in a business startup process?
- What mindset is required?
- How could any business opportunities be taken into consideration and put into practice?

Introduction

10 min.	Introduction of BIG
15 min.	Check-in and Introduction of Participants

Mindset

5 min.	Creative Introduction Game
15 min.	Elaboration of Scientific mindsets (Group Work, Miro Board)
5 min.	Scientific VS Entrepreneurial Mindsets (Input)
15 min.	Differences, Communalities, Opportunities (Discussion)
15 min.	Break

First Steps

5 min.	Introduction and Roadmap
5 min.	Personal Resources, Skills, and Vision (Input)
10 min.	Start with WHY: The Impact Behind your Research (Input)
30 min.	Reflect on the Impact and the Value of Your Research (Input)
20 min.	Presentations and Discussion of Results
15 min.	Break

Methods and Tools for Developing Ideas and Shaping Your Business Model

20 min.	Developing Ideas with the Tool 'Product Field' (Input; try it out for yourself/Miro Board)
20 min.	Business Model Canvas/Research Canvas (Input)
15 min.	Questions and Comments
10 min.	Break

Meet the Founder

30 min.	Q & A with a Founder
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Conclusion

10 min.	Wrap-up, Lessons Learned/Feedback
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