

## MARUM / GLOMAR Expert Course:

### Entrepreneurship

Basics for Business Start-Ups - Starting a business as a career perspective.

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### Objectives

I am a scientist but am I the right person to start business? Am I an entrepreneur?

Many scientists are used to think in their habitual categories: Publish or perish. The currency within the scientific community is the paper. The more you publish the more you raise your reputation. The value of your work is dependent on how many people cite and use your results for further research. To share the research results with other scientists is therefore one of the most important principles. The work has to be presented in public and in front of a professional audience and sometimes for acquiring funding and donations. Here, the required skills for job-related success and professional advancement are to collaborate in international networks, to work in projects with limited resources and to communicate with industry partners.

These are useful skills for starting a business.

In this course we raise awareness for the perspective of being an entrepreneur. We inform about supporting services by different institutions on the campus and qualifying workshops by BRIDGE. We optionally present Bremen and federal funding or donations related to starting a business.

**The course is addressed to people who already have plans to start a business but also to those who are just curious about the opportunities and the “how-to”.**

Time		Topic
09.00 – 09.30	1	Get together - introduction: <ul style="list-style-type: none"> <li>• Who is interested in starting a business?</li> <li>• What is BRIDGE? How can BRIDGE help you becoming an entrepreneur? Who will support you?</li> </ul>
09:30 – 10.30	2	Relevance of Intellectual Property <ul style="list-style-type: none"> <li>• Patents and other property rights</li> <li>• Patent search</li> <li>• Examples of geoscientific patents</li> </ul>
10.30 – 11.00		Coffee break, opportunity for individual advices
11.00 – 12.30	3	From business idea to business model and business plan <ul style="list-style-type: none"> <li>• Examples of geoscientific ideas from the “BRIDGE Campus Contest of Ideas”</li> <li>• Business models</li> <li>• Business plan: Main elements</li> <li>• Optional: Public funding (EXIST, BRUT)</li> </ul>
12.30 – 13.30		Lunch break
13.30 – 15.00	4	From (Geo-)Scientist to entrepreneur: Portrait of a successful entrepreneur from the field of geosciences (Prof. Dr. Tobias Mörs)

### Location

MARUM, University of Bremen, Leobener Strasse, 28359 Bremen, Germany  
Room 2070

### To subscribe

Please send a mail to Christina Klose ([glomar-courses@marum.de](mailto:glomar-courses@marum.de)). Please give your name, status (PhD student, Postdoc or Master Student), institute / university and research area / working group as well as your field of study.