UNTERNEHMER TUM

30.06.22 TUM ENTREPRENEURSHIP DAY
JOINING FORCES TO BOOST THE EUROPEAN INNOVATION ECOSYSTEM

TUM

Digital	Digital	Digital	On Campus
09:00 - 10:00 **How to Pitch?** presented by *CDTM – Center for Digital Technology and Management*	**09:00 - 10:00** **Why? – How to find my personal "why" and why it is so important** presented by *UnternehmerTUM Manage&More*	**09:00 - 10:00** **Building start-ups in the food business** presented by *TUM Venture Lab Food/Agro/Biotech*	
10:00 - 11:00 **Why sustainability matters and how to incorporate it into your start-up (idea)** presented by *TUM Start-up Consulting & Social Entrepreneurship Academy*	**10:00 - 11:00** **UX in the context of Industrial Design** presented by *Valeo – École Polytechnique*	**10:00 - 10:45** **Turning my start-up idea into success – acting globally** presented by *Erasmus for Young Entrepreneurs*	
11:00 - 12:30 **Patents & Licensing at TUM: a deep dive into intellectual property and the protection of inventions** presented by *TUM Patents & Licensing*	**11:00 - 12:00** **Entrepreneurial Vision & Storytelling** presented by *Eindhoven University of Technology*	**11:00 - 12:00** **How to develop a MVB (Minimal Viable Branding) – lean branding for early stage start-ups** presented by *TUM Venture Lab Build Environment*	Session 1 **11:00 - 11:45** **Rapid Prototyping Challenge** presented by *TUM Entrepreneurship Research Institute*
12:00 - 13:00 **Technology leaving no one behind is an entrepreneurial opportunity** presented by *DTU Skylab*	**12:00 - 12:45** **Learn to Launch & Launch to Learn** presented by *UnternehmerTUM Digital Product School*	**12:00 - 13:00** **Challenges of hardware development and how to approach them** presented by *TUM Venture Lab Robotics/AI*	Session 2 **12:00 - 12:45** **Rapid Prototyping Challenge** presented by *TUM Entrepreneurship Research Institute*
13:00 - 14:00 **Co-create Femtech solutions with Tech4Eva start-ups** presented by *EPFL – Tech4Eva*	**13:00 - 14:00** **Ideation workshop: Is my business idea good enough?** presented by *Academy for Innovators*	**13:00 - 14:00** **Why selling is as important for startu-ps as good technology and domain knowledge** presented by *TUM Venture Lab Software/AI*	Session 3 **13:00 - 13:45** **Rapid Prototyping Challenge** presented by *TUM Entrepreneurship Research Institute*