

Entrepreneurship & Innovation



Univ.-Prof. Dr. Nikolaus Franke

ENTREPRENEURSHIP
& INNOVATION



The WALT DISNEY Company

Time Warner



WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



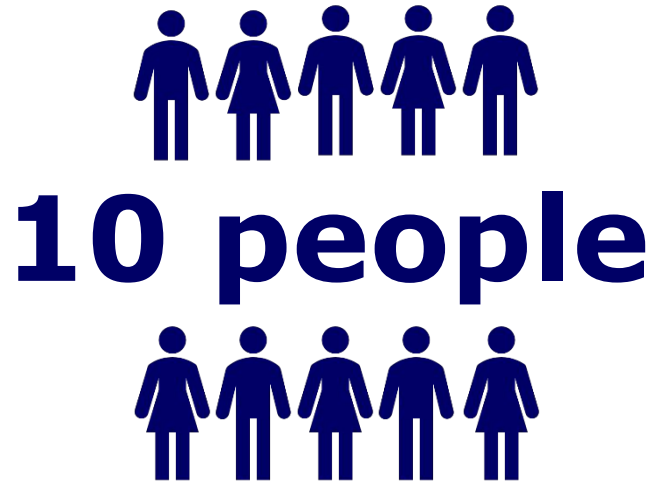
How many people does the average US company employ?



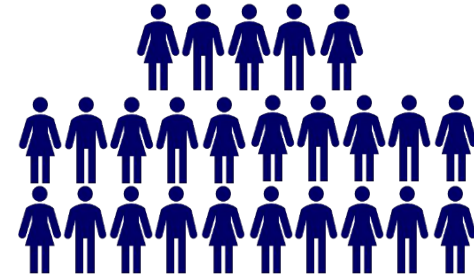
Johnson & Johnson



The average US company employs



**down from
25 in 1990**



märklin



HERTIE  Polaroid **GRUNDIG**



**What do these companies
have in common?**

SAAB



QUELLE.

AGFA 

AEG

SCHLECKER

olivetti



**What do these companies
have in common?**





What do these companies have in common?





* 1997



* 1998



* 2008



* 1976/1997



* 1994



* 2006

What do these companies have in common?



TESLA
* 2003



Spotify
* 2006

* 2009



WhatsApp



WIKIPEDIA
Den fria encyklopedin * 2001



* 2001

* 1987



Red Bull



* 2004



What's behind this?

Innovation: New ways of creating value



New technologies



New products



New services



New combinations



New processes



New business models

Entrepreneurs: People discovering and exploiting opportunities



Steve Jobs



Mark Zuckerberg



Larry Page



Anita Roddick



Muhammad Yunus



Richard Branson

What is the specialization E&I all about?

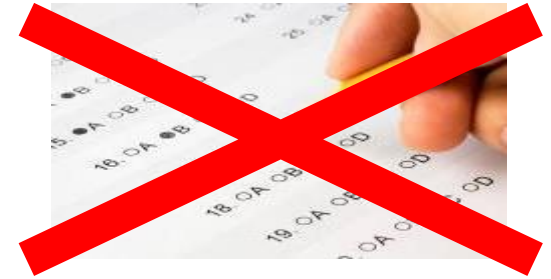
E&I is NOT about



One way teaching



Stupid memorization



Multiple choice



Anonymity



Loneliness



Boredom

What E&I is about



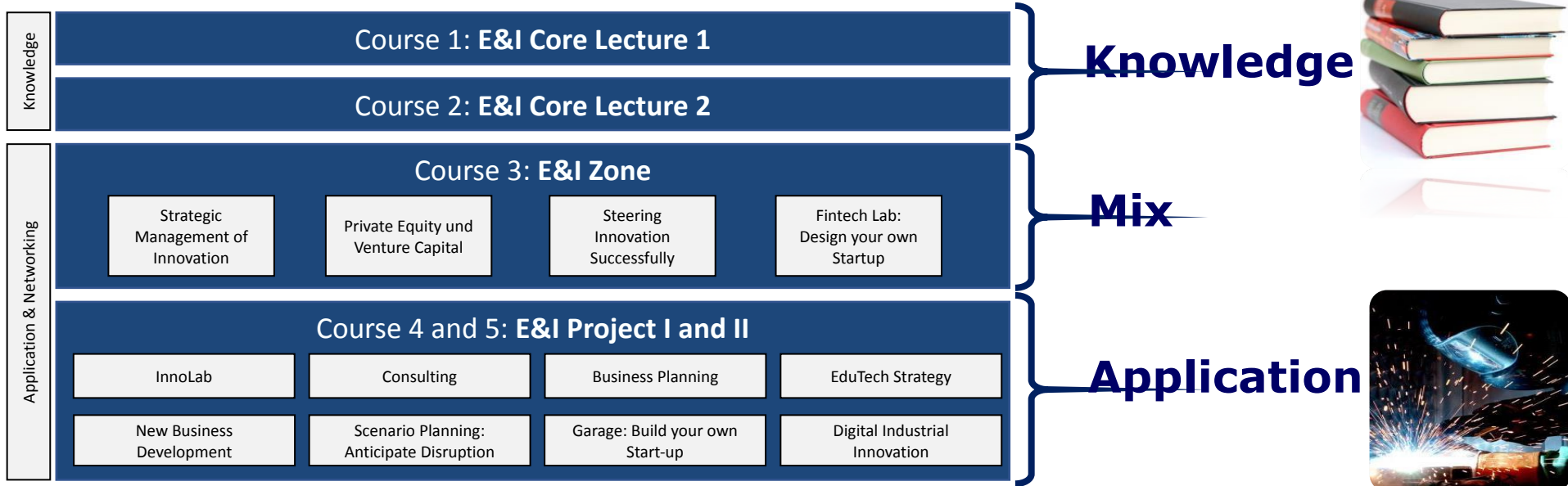
Knowledge



Application

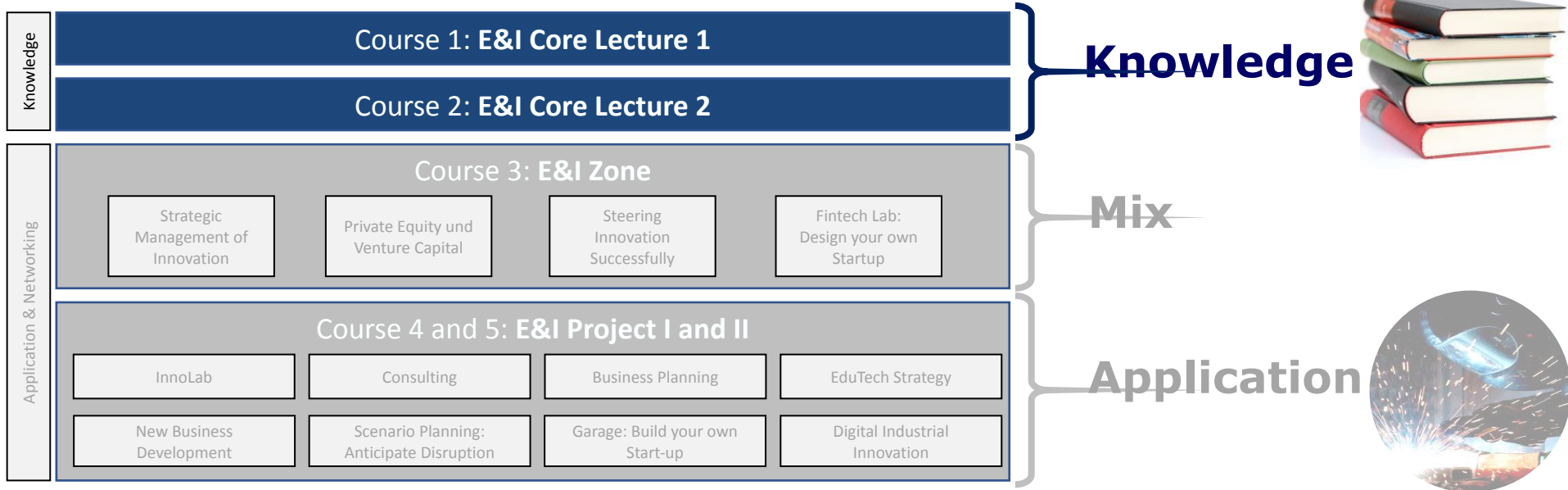
E&I specialization courses

The specialization can be completed within 2 semesters. We recommend to take 2-3 semesters.



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Knowledge courses: Theory, tools, methods



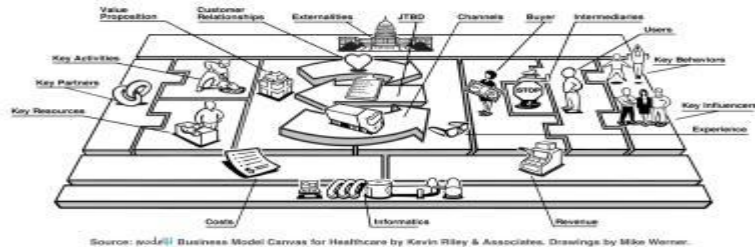
**How to find
breakthrough ideas**



**How to design winning
innovation strategies**



**How to write a
business plan**



**How to organize the innovation
process**



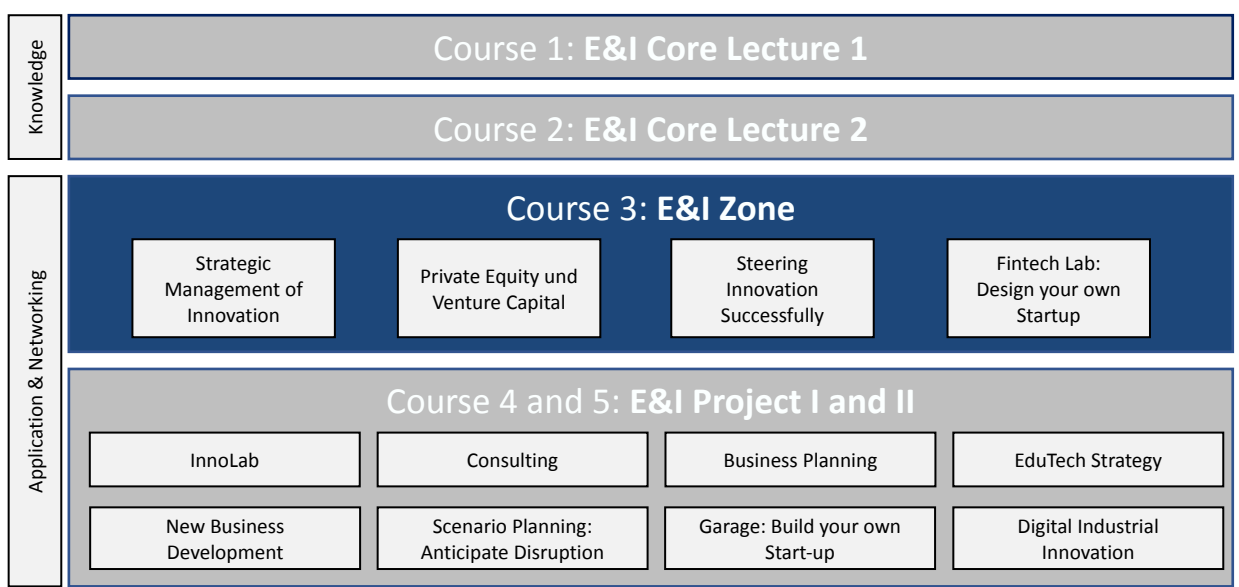
How to market innovation



**How to finance
innovation**

E&I specialization courses

The specialization can be completed within 2 semesters. We recommend to take 2-3 semesters.



Knowledge

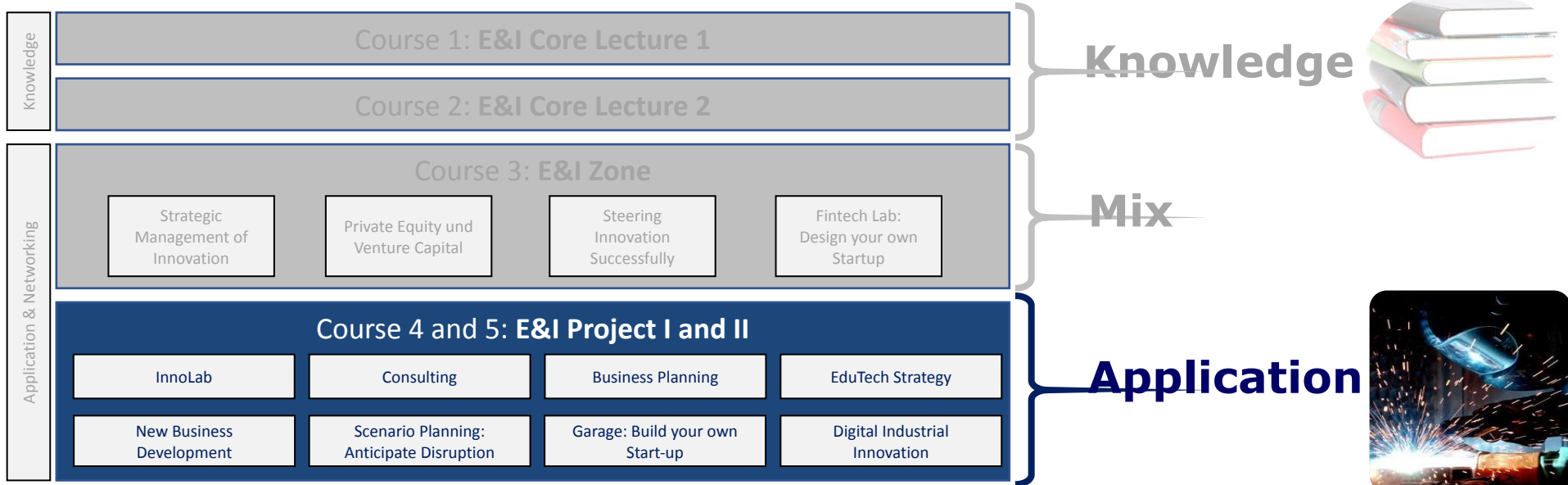
Mix

Application



E&I specialization courses

The specialization can be completed within 2 semesters. We recommend to take 2-3 semesters.



Application: Work on real-world business projects!

E&I students have successfully completed 850+ diverse innovation projects:

- Work in small teams (4-6 students)
- Apply methods like expert interviews, user surveys, business model canvas, etc.
- Get individual support from lecturers and external coaches like strategy consultants or venture capitalists



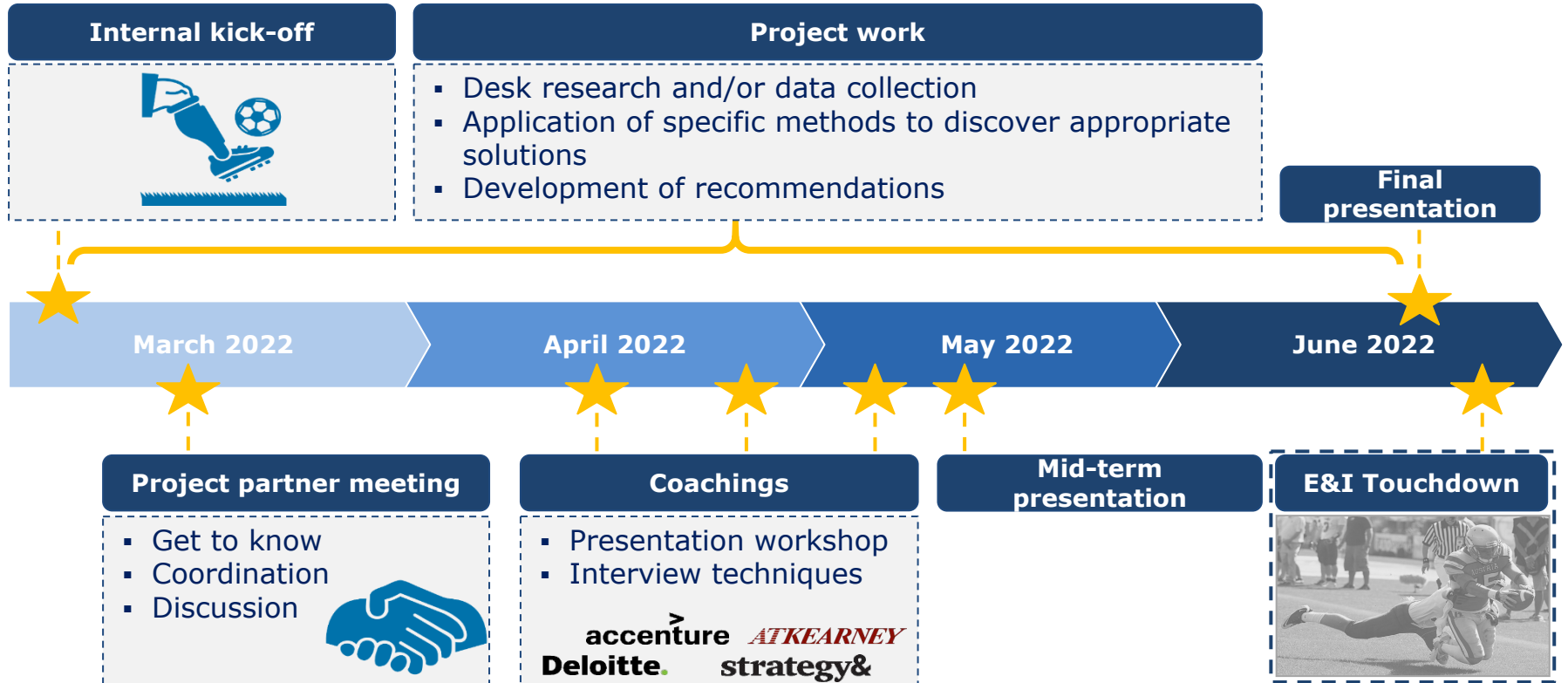
Application: Garage: Start your own business!

E&I students have successfully founded various start-ups during and after the E&I specialization:

- Work on your own ideas in diverse teams (WU, TU, BOKU)
- Validate your business model and learn how to pitch in front of investors
- Get unique insights from successful founders and experienced market experts



The process of a "typical" E&I project course



The E&I Course-O-Meter

Our newly developed E&I Course-O-Meter will help you choose one of our 8 offered project courses based on your preferences.

- Co-developed with our E&I students
- Short quiz with 5 questions
- Result: 2 recommended project courses with short description

NEW!



Try out the Course-O-Meter on our Website:

<https://www.wu.ac.at/entrep/lehre/bachelor/choosing-a-project-course>

Experience E&I ...



E&I students pitch their innovative solutions to a jury of experts and a broad audience, competing for the Best-Pitch Award.

Join us at the E&I Touchdown and confirm your attendance in the E&I booth to increase your chances in the application process. Admission is free!

... at the
E&I Touchdown

18/01/2022, 5 PM

BACK ON CAMPUS!

For more information,
please check our
[social media channels](#)
or our [website](#).



Faculty - Introducing our team

Who are E&I and IfSTO?

Institute for Entrepreneurship and
Innovation Chair



E&I Team



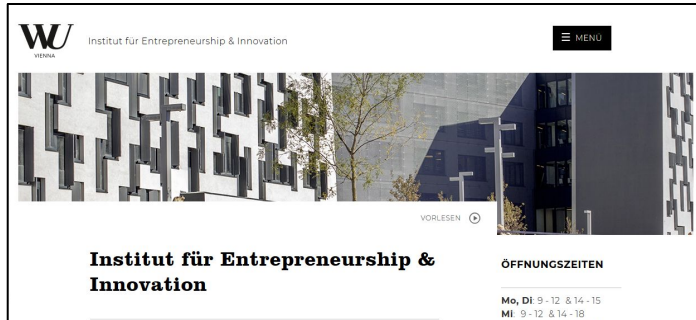
Institute for Strategy, Technology and
Organization Chair



IfSTO Team



More information



www.wu.ac.at/entrep



www.wu.ac.at/ifsto



[E&I @wu.entrepreneurship.innovation](https://www.facebook.com/wu.entrepreneurship.innovation)



[wuentrepreneurship](https://www.instagram.com/wuentrepreneurship)



[Institute for Entrepreneurship & Innovation, WU Vienna](https://www.linkedin.com/company/institute-for-entrepreneurship-and-innovation-wu-vienna)

More information - E&I Ambassadors

If you have not yet found the information you need about the Entrepreneurship & Innovation specialization on our website, feel free to contact an E&I Ambassador.

The E&I Ambassadors are current and former students of the SBWL and can give you first-hand insights into our specialization based on their personal experience. In addition, they are happy to provide you with support during your application phase.

<https://www.wu.ac.at/entrep/lehre/bachelor/ei-ambassadors>

More information - E&I Ambassadors



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Jana Sabel

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Stephanie Casper

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Application process

- 90 students will be admitted in summer term 2022
- Criteria:
 - **WU student ranking:**
If you are within the top 5% of your cohort, you will be accepted automatically.
Please make sure that all required grades are listed in time in the ranking you submit to us!
Please visit www.wu.ac.at/entrep/apply for more information!
 - **Exceptional E&I skills:**
At least 30 students are accepted ONLY based on their skills

**Same application
process for all WU
study programs!**

Application process

www.wu.ac.at/entrep/apply

□ **registration via LPIS and online application form is mandatory for all entry modes!**

Important dates:

- Jan 27, 2022: Application form online
- Jan 27, 2022: Application period and registration via LPIS starts
- Feb 06, 2022: Final application deadline
- Feb 09, 2022: Notifications about acceptance
- Feb 28, 2022: **Welcome @ E&I**

E&I means diversity

- Diverse teams are more creative, identify better opportunities, and complement each other regarding skills and competences
- This is why we particularly encourage “unusual suspects” to apply for E&I!
- Here only two examples of successful female founders/E&I alumnae:

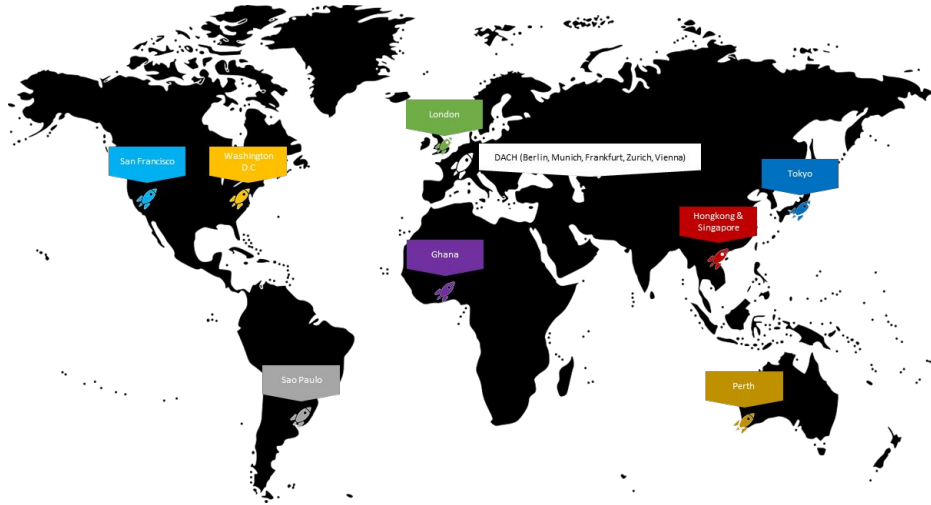


- Cornelia Daniel, founder of Dachgold
<https://www.tausendundeindach.at/>



- Katharina Klausberger, founder of shpock
<https://www.shpock.com>

E&I alumni are everywhere



- **E&I Alumni Network:** strong, diverse, entrepreneurial network of **3,000+ E&I alumni** (BSc, MSc, MBA, PhD)
- **E&I Hubs:** informal Alumni meetups around the world (mostly in cities with a strong startup scene/ecosystem)
- **Various events during semester in Vienna:**
E&I Stammtisch@Alumni corporates/startups; Aperitivo (WU Ball); professional skills workshops; meet & mingles
- **Job billboard** (Linkedin group)
- **For more information** or contact details of our E&I HUB managers contact benjamin.monsorno@wu.ac.at

Career perspectives



- ✓ Innovation management
- ✓ Management consulting
- ✓ Strategic consulting
- ✓ Product management
- ✓ Marketing
- ✓ Starting your own venture
- ✓ Start-up scene
- ✓ Venture capital and investment
- ✓ And all other jobs where an entrepreneurial mindset and strong innovation capabilities matter!

ATKEARNEY

SIEMENS

IBM

OCTA
development group

LaudaMotion
LaudaMotion

confabs
efficient communication

ADELI
REHABILITATION

LEAD
Innovation Management

icons
consulting by students

**YOUNG
ENTERPRISES**

CYLEDGE

BAYER

Bayer HealthCare
Bayer Schering Pharma

Knallgrau
new media solutions gmbh

OIDENUS TECHNOLOGIES

smart information systems

**Med
Screen**

**Thank you for your attention and
we look forward to seeing you soon
at the next E&I Touchdown!**