



Creating the world's B2B Tech Ecosystem

LoftOS

Best Practices

Community Management

Welcome to our community management guide

Introduction

This guide is intended to provide support for your own **community management**.

The guide deals with the launch of your new platform, but also with various **marketing** and **community management possibilities**.

If you have any questions, remarks or further best practice examples, do not hesitate to get in touch with us!

Most examples
are linked

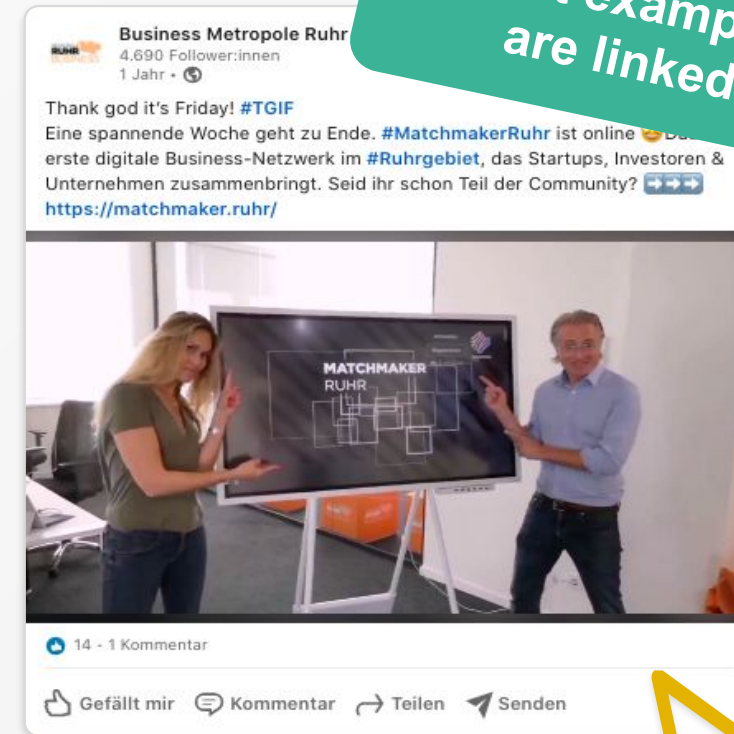


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- Map of actors
- Technology showcase (database / LinkedIn post)
- Value-added service General event calendar
- Value-added service General newsfeed
- Speed dating boxes
- Trade fair support



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- Paid Marketing (SEA/SMA)
- General Social Media
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 - ii. Request of the week
 - iii. Innovation (offer) of the month
- Public Relations



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1. Platform Launch

- a. Launch Event
- b. Launch Email-Newsletter
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1a. Launch Event

1a. Launch Event

Events are a fantastic tool to launch your platform.

We recommend for each launch to create a digital event directly on your platform and combine it with a networking/speeddating session.

By doing this, it offers several benefits for you and your community:

- **A reason to register on the platform**
- **A reason to test the platform**
- **Directly experience the scope of (networking) possibilities**

Everyone in your network who wants to participate in the event will register and your platform will fill up all by itself.

In general, we experienced that events with additional value propositions (see example on this slide - Speeddating event for the launch combined with a keynote speaker from Volkswagen) have much higher sign-up rates.

The image shows a Facebook event page for 'Niedersachsen Business Speeddating'. The event is titled 'Niedersachsen Business Speeddating' and 'Startup meets Corporate Volkswagen AG'. It is scheduled for Thursday, March 3, 2022, from 14:00 to 16:00 MEZ. The event is online. The description mentions a keynote speaker, Ole Reuss, from Volkswagen AG, and a 'best practice & ask me anything' session. The event is organized by 'innomatch Niedersachsen'. The page shows 819 followers and 2 months until the event. There are buttons for 'Event anzeigen', 'Gefällt mir', 'Kommentar', 'Teilen', and 'Senden'. The right sidebar shows the event's status as 'Participating' and a contact person, Georg Redekop.

Niedersachsen Business Speeddating
Startup meets Corporate Volkswagen AG

Donnerstag 3.3.2022, 14:00 bis 16:00 MEZ
innomatch.startup-nieders.de

Wir freuen uns zum Auftakt der Digital Summits Reihe auf den Impulsvortrag "Startup meets Corporate – best practice & ask me anything" mit Ole Reuss von der Volkswagen AG. Dieser findet am 03.03.2022 um 14 Uhr statt. Direkt im Anschluss findet das 1-on-1 Business Speeddating statt.

Start-up meets Corporate best practice & ask me anything
Speaker
Ole Reuss - Volkswagen AG
Servant leader for the Software Development Center Hannover

innomatch Niedersachsen

Do, 3. März, 14:00 bis 16:00 MEZ

Niedersachsen Business Speeddating

Online

Jan Heinen, Jannis Sutor und 35 weitere Personen nehmen teil

7 Shares

Gefällt mir Kommentar Teilen Senden

Gehören Sie zu den Ersten, die dies kommentieren

Speed-Dating in Niedersachsen
Unter dem Motto "Together into a successful future", startup.niedersachsen is organizing a series of Digital Summits - with the aim of bringing together startups, investors, companies and research institutions so that they can cooperate with each other and share their knowledge of experience. In doing so, they are proactively

Your Status:
Participating
Cancel Participation

Contact person
Georg Redekop
Digitalagentur Niedersachsen / Innovationszentrum Niedersachsen GmbH
Achrif Hadhri
startup.niedersachsen / Innovationszentrum Niedersachsen GmbH

1b. Launch Email Newsletter

1b. Launch Email Newsletter

Additionally to the event we recommend to create a newsletter or utilize your existing one to promote your launch event.

Consider everyone you want to have on your platform and leverage your existing network.

In general, we recommend to utilize already established communication channels with your community.

If convenient you can switch to LoftOS for general communication soon after launch.

Image with example?



1c. Invitations

1c. Invitations

The platform offers an own invitation tool. This way, all users can easily invite their business contacts to the platform.

All users will see an overview of their invitations and if the invited person accepted the invitation or not.

Especially useful for you as platform admin in order to invite your business contacts and partners.

You already have registered users on your platform?

Simply invite them to your launch event via the event invitation function. Manage everything via the platform and keep the overview!

You can see an overview of the invitations and if the invited person accepted the invitation or not.
Invitations via email are also possible, just try it!

Do you think someone else should join this network?

Invite your friends or business partners.

Enter first name...

Enter last name...

Enter Email...

Send

Invitations (3)

Invitation Management

Invite more participants to your event

E-Mail

Platform Members

Overview

Data Protection Requirements

E-Mails should only be sent if you can expect that the recipient will not feel bothered by the e-mail

Add one or more email addresses separated by ","

Invite

1d. Partner Involvement

1d. Partner Involvement

Never walk alone! You have partners who work closely with your organization?

Perfect! You can enable them to freely utilize your platform via LoftOS Packages. Just create a “partner” package and give them more rights than the default user.

You can define the degree on how much they can use it.

Offer them the option to host events on your platform (enable *Write* in Events for their package) or moderate own groups (enable *Write* in Groups).

Events

Default ✓ Read, Write

Groups

Default ✓ Read, Write

Involved Partners

Free

This package is assigned to users that are very close to our organization and organize joint events and groups.

Link

External Link

Following Packages

Hydrogen Network

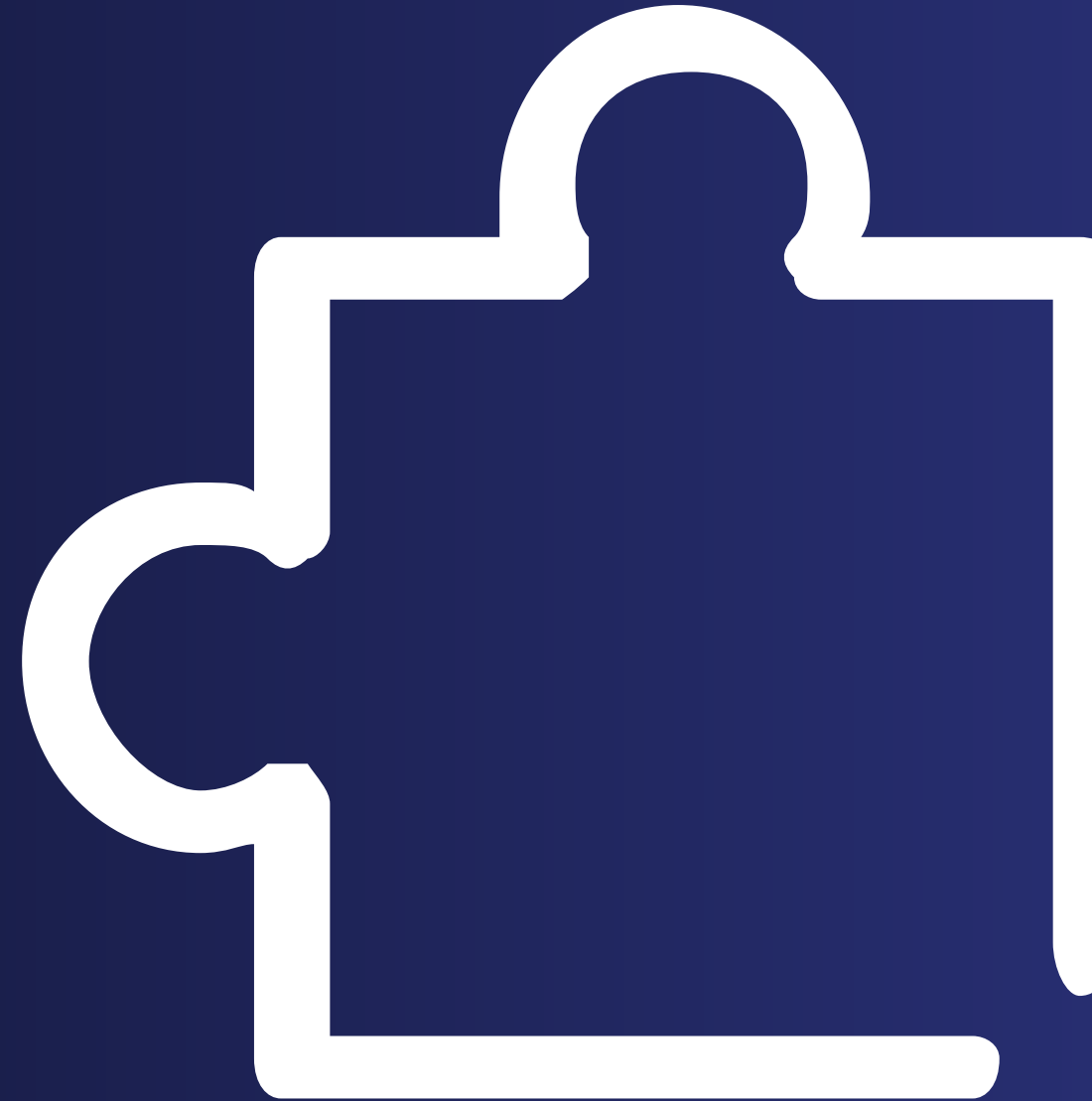
Visibility ⓘ



Should the partners be integrated even deeper into the platform and have their own navigation within the platform? No problem! Simply create the corresponding navigation points and set the *Visibility* option *Following packages*.

2. Campaigns

- a. General Information
 - i. Value proposition, to-dos and output
 - ii. Guideline for Campaign creation
- b. Map of innovations
- c. Map of the actors
- d. Technology Showcase (Database / LinkedIn Post)
- e. Value-added service General event calendar
- f. Value-added service General newsfeed
- g. Speed dating boxes
- h. Trade fair support



2a. Campaigns: General information

Experiences have shown that the best response to user platform communication is received via campaigns. Campaign follow a certain metrics to create FOMO with the users that pushes them to interact with the platform indirectly. Campaign differ from generic information mails

A negative example: Generic information mail

We start our new platform. Come and join!

A campaign comes with three major pillars:

Occasion

The user shall take part in the campaign but “not in the platform”. The platform is only used for managing the occasion.

Example

We want to launch the innovation map for digital health.

Value & FOMO

Communicate concrete value the user will have. If user does not take part, there is a big chance of missing something (fear of missing out)

Example

We want to launch an innovation map for digital health. We will communicate the map on social media and display your innovation.

Deadline

Communicate a fix deadline.

Example

We want to launch the innovation map for digital health. We will communicate the map on social media and show your innovation to everyone. Communication will start on the 06.04.

2.b Map of Innovations (1/5)

You as a platform owner create a map of innovation. This map will list all innovations (offers) to a certain topic that have been published on the platform.

Occasion

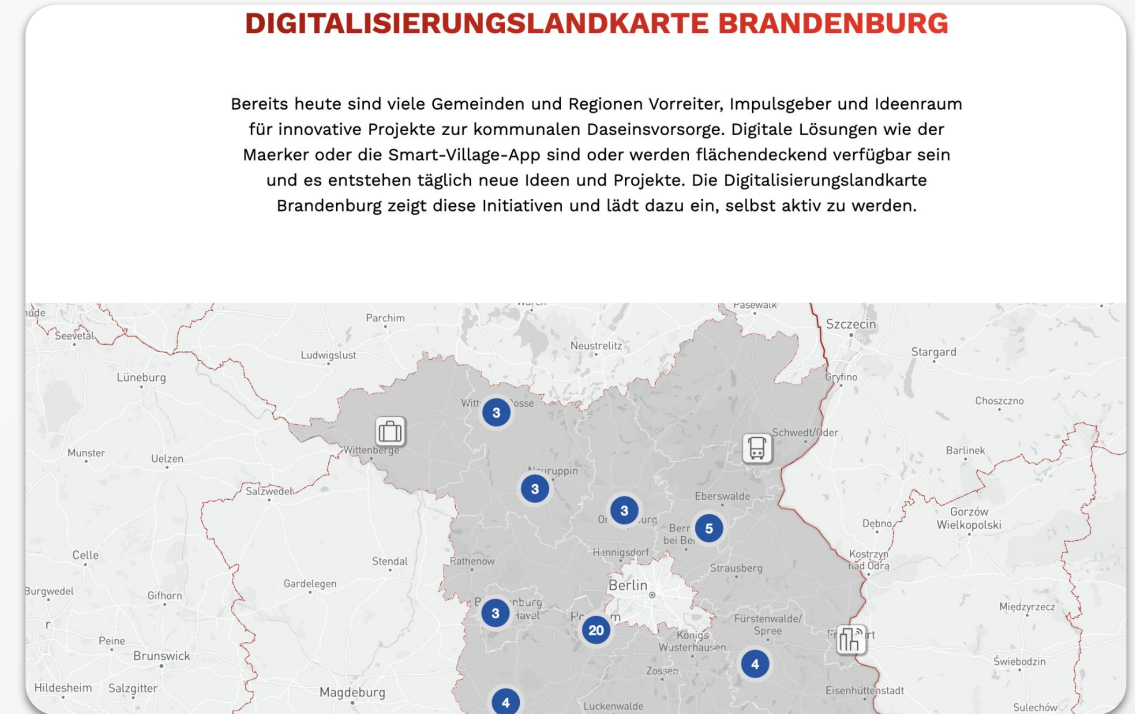
User is activated by being listed on the map, not by registering to a platform.

Value & FOMO

“We will communicate your innovation to the world.” If a user does not provide data, he will not be part of the map, but maybe his competitors.

Deadline

The map will be communicated on xx.xx.2023. Please make sure to have your data prepared 7 days prior to the publishing date.



2.b “Map of Innovations” - Instruction (2/5)

These instructions are intended to guide you step by step through the process of creating the "Map of innovations" campaign.



Step 1: Set topic and publication date

Consider a topic and a release date for the “Map of Innovations” campaign that also serves as a sign-up deadline for users who want to be included in the map, and make sure you give potential participants enough time (2-4 weeks) to sign up.



Step 2: Create Database for your topic

Create a topic database in the Admin Area > Platform Settings > Module Settings > Offers (or Projects) with a unique name. Define the offer/project types and filtering attributes.



Step 3: E-Mail promotion

Now that we've set a date and launched the “Map of Innovations” campaign, it's time to create awareness and encourage participation. One effective strategy is to reach out to your regular email subscribers with an engaging message.

Subject: Be part of the “Map of innovations- Brandenburg”!

Dear partner,

we are pleased to present our latest campaign, "Map of Innovations - Brandenburg", showcasing the most innovative products and services in our wonderful region.

As a valued member of our community, we invite you to participate in this unique opportunity to showcase your company's innovations and be featured on our platform.

The registration deadline is **[insert deadline date]**, so don't miss your chance to participate in this exciting initiative.

By participating in this campaign, we will:

- Promote your company's innovative products or services
- Position your brand as a thought leader in the industry

Join us by submitting your offers to the platform **[link to “my offers”]**. If you haven't registered yet, you'll need to sign up first.

If you have any questions or need assistance, please feel free to contact us at: **[insert contact information]**.

Thank you for your support and we look forward to welcoming you to the Map of Innovations - Brandenburg!

Yours sincerely,
[your name & signature]

2.b “Map of Innovations” - Instruction (3/5)



Step 4: Social Media Promotion

The promotion Email is sent and now we try to reach partners/ followers also via different Social Media Channels, like LinkedIn, Twitter....etc.



Step 5: Check content of database

Once you've launched your initial promotion, you can keep an eye on the daily progress of your newly created database. Expect that users may have inquiries, so plan accordingly to ensure that you can respond in a timely manner.



Step 6: Create the navigation point (optional)

Enter the administration area, go to Platform Settings, Navigation Settings and click the "+Entry" button in the upper right corner. Set the navigation to "inactive" and create a skeleton by preparing the name and adjusting its color if necessary. Ensure that you link the new database as a source by selecting 'Database' under the Link section. Next, choose the offer or project database and select the desired type to link. Finally, adjust the visibility settings so that it's accessible to everyone.

📢 Attention innovators in Brandenburg! 🚀

Don't miss your chance to showcase your company's latest and greatest innovations on our "Map of Innovations - Brandenburg"! ☀️

By participating, you'll gain exposure, network with other like-minded innovators, and position your brand as a thought leader in the industry.



Hurry, the deadline to register is coming up on **[insert deadline date]**!



If not already done, visit our platform **[insert platform link to “my offers”]** to register and become part of this exciting initiative. 💖

Let's showcase the best of Brandenburg's innovation together! 💪

#MapofInnovations #Brandenburg #Innovation #Networking
#ThoughtLeadership #DeadlineApproaching #RegisterNow
#ExcitingOpportunity

2.b “Map of Innovations” - Instruction (4/5)



Step 7: Prepare Press Release

14 days before the deadline expires, the press release should be created and submitted to regional newspapers, so they have enough time to prepare the article and to reserve a placeholder for the publishing day . Press release proposal:



Step 8: Prepare Social Media post for the publication of “ Innovation- Map”

We're in the final stages of preparation for our “Innovation Map” launch, and the last step is to create an engaging social media post to share with all once it's published. The post could look like this:

Regional Innovation Map Launches to Help Businesses Connect with Local Innovators

Potsdam, Germany - A new Regional Innovation Map was launched just one day ago, providing businesses in the region Brandenburg with a comprehensive guide to local innovators and service providers. The map is designed to help businesses connect with innovative service providers in their area, and is already generating excitement among local entrepreneurs.

The map provides detailed information on each service provider, including their area of expertise and contact details. Users can search for providers based on their location, industry, or specific service. With a focus on promoting innovation and collaboration in the region, the creators of the map encourage any missing service providers to register on the platform to be part of this innovation map.

"We believe that this map will be a valuable resource for businesses in our region, helping them to find innovative solutions to their problems," said one of the creators of the map. "We know that there are many talented service providers in our area who are not getting the recognition they deserve, and we hope that this map will help to connect them with potential customers."

The Regional Innovation Map covers a wide range of industries, including technology, healthcare, manufacturing, and logistics. It is expected to be particularly useful for startups and small businesses, who may struggle to find innovative solutions on their own.

The creators of the map also hope that it will help to foster a culture of innovation in the region, encouraging more businesses to invest in new ideas and technologies. By listing on the map, service providers can gain greater exposure to potential customers in the region, and help to build a strong network of innovators and entrepreneurs.

For more information or to register as a service provider on the Regional Innovation Map, visit the website today [insert platform link].



#innovation #map #localbusiness #networking #startups #smallbusinesses

2.b “Map of Innovations” - Instruction (5/5)



Step 9: Publish the “Map of Innovations”

As the deadline has passed, you are now able to activate the navigation point to publish the 'Map of Innovations'. Expect messages on the platform after the innovation map is published. Block time to respond to requests and be available to your community.



2.c Map of Actors

You as a platform owner create a map of actors. This map will list all actors (organizations) to a certain topic.

Occasion

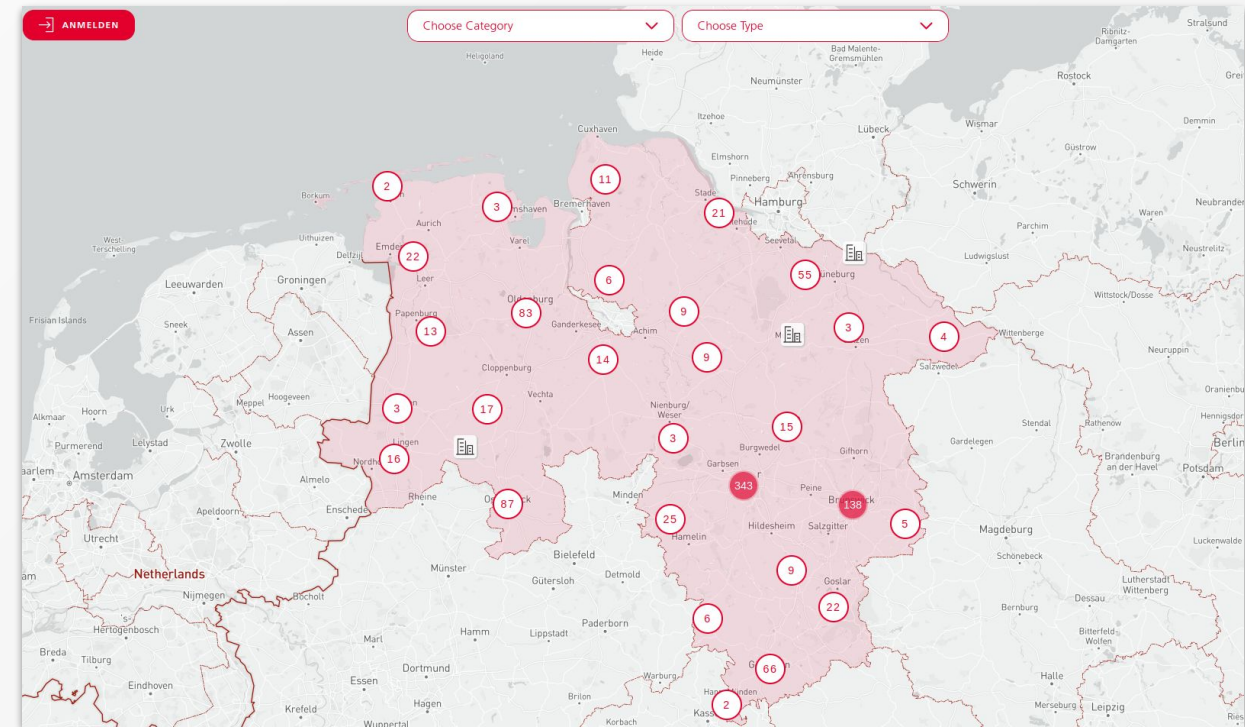
User is activated by being listed on the map, not by registering to a platform.

Value & FOMO

“We will communicate your organization to the world.” If a user does not provide data, he will not be part of the map, but maybe his competitors.

Deadline

The map will be communicated on xx.xx.2023. Please make sure to have your data prepared 7 days prior to the publishing date.



2.d Technology/Organization Showcase

Instead of publishing maps, especially for smaller amount of data it can also make sense to only publish a list of innovations of a certain topic. Per week, there can be different topics.

Occasion

User is activated by being listed on the list, not by registering to a platform.

Value & FOMO

"We will communicate your innovation to the world." If a user does not provide data, he will not be part of the list, but maybe his competitors.

Deadline

The list will be communicated on xx.xx.2023. Please make sure to have your data prepared 7 days prior to the publishing date.



2.e Aggregated Event calendar

Make the event calendar of your community the most completed once by adding all event calendars from partners or users together. To do so, you can use an automated .ics import.

Occasion

User is activated by being listed on the calendar, not by registering to a platform.

Value & FOMO

“We will communicate your events to the world.” If a user does not provide data, he will not be part of the calendar, but maybe his competitors events.

Deadline

The calendar will be communicated for the first time on xx.xx.2023. Please make sure to have your .ics link prepared 7 days prior to the publishing date.

Kommende Events

Finde innovative Events, Konferenzen und Networking-Formate auf unserer Plattform

«

<


2023

>

»

JanuarFebruarMärzAprilMaiJuniJuliAugustSeptemberOktoberNovemberDezember

Vergangene EventsMeine Events



Food Startup Summit 23
Innovationen & Inspirationen für die Zukunft des Food Sektors
Die 4. internationale Food & FoodTech Startup Konferenz & Messe in DACH+J
Do. 23. Februar 2023
Erstauflage Startup Summit am Bodensee, Österreich, der Schweiz und Liechtenstein
Professionelles Networking am 22. Februar 2023
crowdfoods

4. Food Startup Summit - Konferenz & Expo in der DACH Region


📅 23.02.2023, 09:00 (GMT+1:00) 📍 Offline Event - Milchwerk, Werner-Messmer-Straße 14, 78315 Radolfzell am Bodensee

Am 23. Februar 2023 findet der 4. internationale Food Startup Summit des Food Startup Verbandes crowdfoods als Konferenz und Messe in Radolfzell am Bodensee statt. Über 100 Aussteller der DACH Region aus den Bereichen Food, Agritech, Gastro und digital Food präsentieren sich an der Expo den mehr als 500 Teilnehmern aus der Food- und Agrarbranche, Investoren, Händlern und der Startupszene. Die parallele Konferenz bietet internationale Keynotes und Best Practice Sessions, Networking und feines Startup Food. Startup-Stände ab 500 €, Tickets ab 150 € (crowdfoods Mitglieder erhalten 50% Rabatt).

Veranstalter

👤 crowdfoods - Food Startup Verband für Deutschland, Österreich, Schweiz und Liechtenstein

Zum Event



Kick-Off Startup Stammtisch 2023

📅 23.02.2023, 19:00 (GMT+1:00) 📍 Offline Event - Braunschweig

Wir freuen uns sehr, dass gleich mehrere Profisportler*innen den ersten Stammtisch des Jahres 2023 besuchen und von ihren Erfahrungen im Hochleistungssport erzählen. Es wird sich alles rund ums Thema Zeitmanagement, Selbstdisziplin und Drucksituationen drehen. Was Leistungssport und das eigene Unternehmen miteinander zu tun haben?

Veranstalter

👤 startup.niedersachsen | Innovationszentrum Niedersachsen GmbH

Zum Event

2.f News feed

Make the news section of your community the most completed once by adding all news from partners or users together. To do so, you can use an automated .rss import.

Occasion

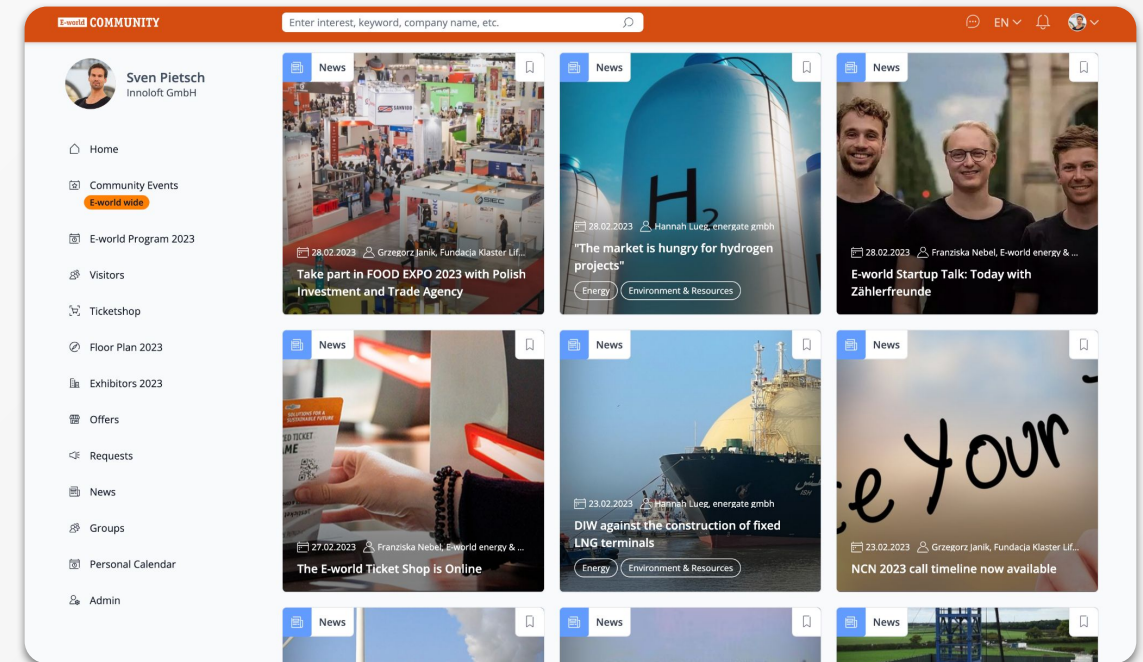
User is activated by being listed on the news feed, not by registering to a platform.

Value & FOMO

“We will communicate your news to the world.” If a user does not provide data, he will not be part of the news section, but maybe his competitors events.

Deadline

The news feed will be communicated for the first time on xx.xx.2023. Please make sure to have your .rss link prepared 7 days prior to the publishing date.



2.g Speeddating Packages

Offering the speeddating functionality to all of your partners. To make sure that they are reminded about the platform when they plan their next event, prepare a box with table numbers for them and bring to their office.

Occasion

User is activated by taking part in a speeddating, not by registering to a platform.

Value & FOMO

“Take part to find your next customer or investor”. If a user does not participate, he might miss out some nice contacts.

Deadline

The event will take place on xx.xx.2023. Please make sure to have your profile set until xx.xx.2023.



2.h Trade fair support

Use the platform to digitally support trade fair common booths.

Occasion

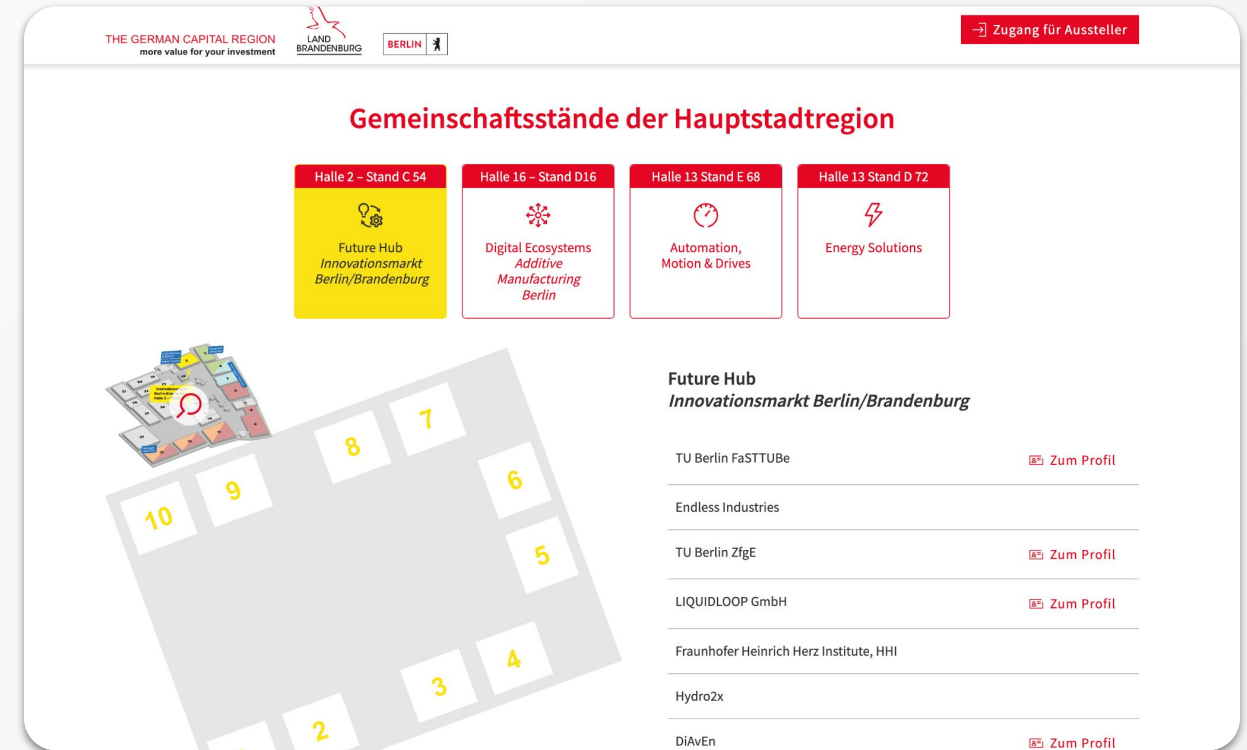
User is activated by becoming part of the trade fair booth map, not by registering to a platform.

Value & FOMO

"If you do not prepare your profile, you will not listed on the screen of the common booth."

Deadline

The fair will take place on xx.xx.2023. Please make sure to have your profile set until xx.xx.2023.



3. Marketing Actions

- a. Newsletter
- b. Paid Marketing (SEA/SMA)
- c. General Social Media
 - i. Startup of the week
 - ii. Request of the week
 - iii. Innovation (offer) of the month
- d. Public Relations

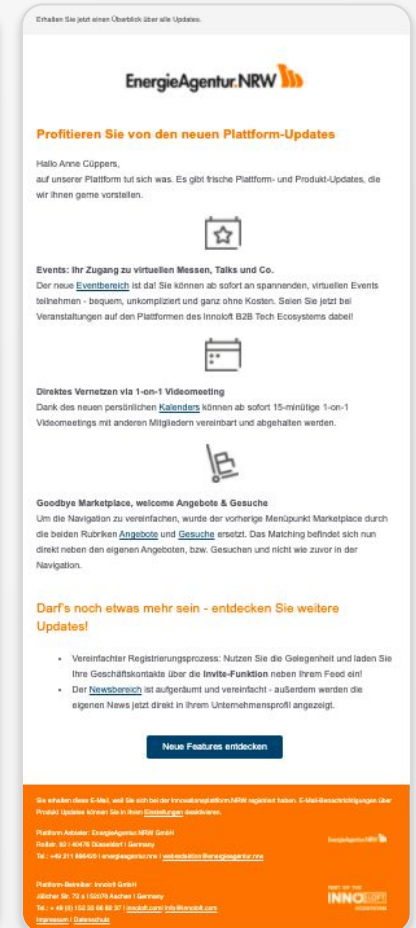
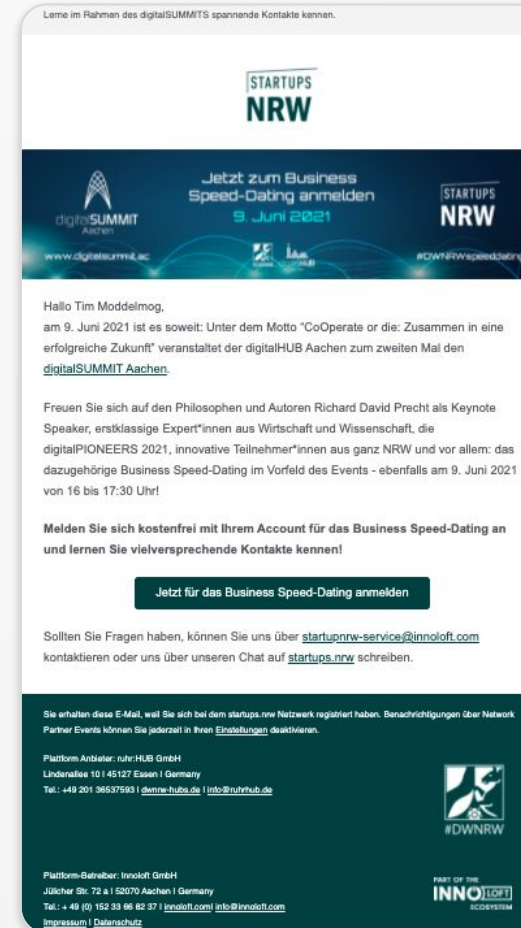


3a. Newsletter

Email marketing (I/II)

Manually designed mails.

This can be a preformatted and prewritten email that is sent by any newsletter tool with the design of the respective platform. Or it can be the already existing newsletter of the partner in order to add platform content to it, e.g. the platform launch, new platform features, infographics, events, etc.



Email marketing (II/II)

Manually designed mails.

In the admin area of the platform, a recipient list can be created. This can be done either for all platform users or a specific user group.

Admin area - Communication & Privacy - User Mailing - Newsletter.

Newsletter Recipients ⓘ

Download newsletter recipients list. Important information on the usage of the recipients list and further tips regarding newsletters is available in the Mailing Guide.

CSV File

2801Subscriber

75New Subscriber
(during the last 30 days)

9Unsubscriber
(during the last 30 days)

Search	Search	Search	Search	Search	Search	Search
ID	First Name	Last Name	Email	Language	Company Name	Organization Type
2			siemens@siemens.de	de	Siemens AG	Company
77	Michael	Hoeh	m.hoeh@fz-juelich.de	de	Institut für Elektrochemische Verfahrenstechnik (IEK-3)	Research institute
79	Nadine	Brüggen	nadine.brueggen@siemens.com	de	Siemens Wind Power	Company
81	Lisa	Müller	lisa.mueller@energieforen.de	de	Energieforen Leipzig GmbH	Company
87	Bilal	Abedin	abedin@as-pvr.de	de	Abedin & Schwiering - Partnerschaft von Rechtsanwälten	Company
92	Andreas	Fladung	info@solartechnik-fladung.de	de	Fladung Solartechnik GmbH	Company
93	Karl-Heinz	Lentz	kh.lentz@igas-engineering.de	de	iGas GmbH	Company
96	Marco	Beicht	m.beicht@powercloud.de	de	powercloud GmbH	Company
102	Ramon	Kempt	r.kempt@energiegewinner.de	de	Energiegewinner eG	Company
138	Andreas	Gerber	a.gerber@fz-juelich.de	de	Institut für Photovoltaik (IEK-5)	Research institute
187	Ralf	Schelenz	ralf.schelenz@cwd.rwth-aachen.de	de	CWD - Center for Wind Power Drives	Research institute
190	Martin	Konrath	martin.konrath@aareal-bank.com	de	Aareal Bank AG	Company
192	Alexander	Werkmeister	alexander.werkmeister@cwd.rwth-aachen.de	de	CWD - Center for Wind Power Drives	Research institute
211	Hengsi	Chen	hc@iaew.rwth-aachen.de	de	IAEW - Institut für elektrische Anlagen und Energiewirtschaft	Research institute
213	Peter	Klafka	info@Klafka-Hinz.de	de	Klafka & Hinz Energie-Informations-Systeme GmbH	Company

A more detailed guide can be found in the admin area or [here](#).

Platform report

An automated platform newsletter


The content of the email is an overview of the latest platform content of ca. the last 14 days, depending on the interests entered by the user.

In this way, the user receives an overview of the latest organisations, requests, products, events, members, etc. matching his or her areas of interest.

Further information can be found [here](#).

Automated
platform feature

Requests




**Dessauer Versorgungs-
und
Verkehrsgesellschaft
mbH**

Cooperation Request

Search for cooperations and participations

#Energy #Mobility #Smart City #IT #Water Supply & Water Economy



**power42 GmbH
(Powerfox)**

Solution Request

powerfox makes your Smartmeter customers happy

#Energy #Smart Home & Living



Sprungwerk GmbH

Partner Request

Using smart meter (iMS) data in health monitoring

#Energy #Health #Smart Home & Living #Digital Platforms

[Browse through all requests](#)

3b. SEO and Paid Marketing

SEO & Paid marketing

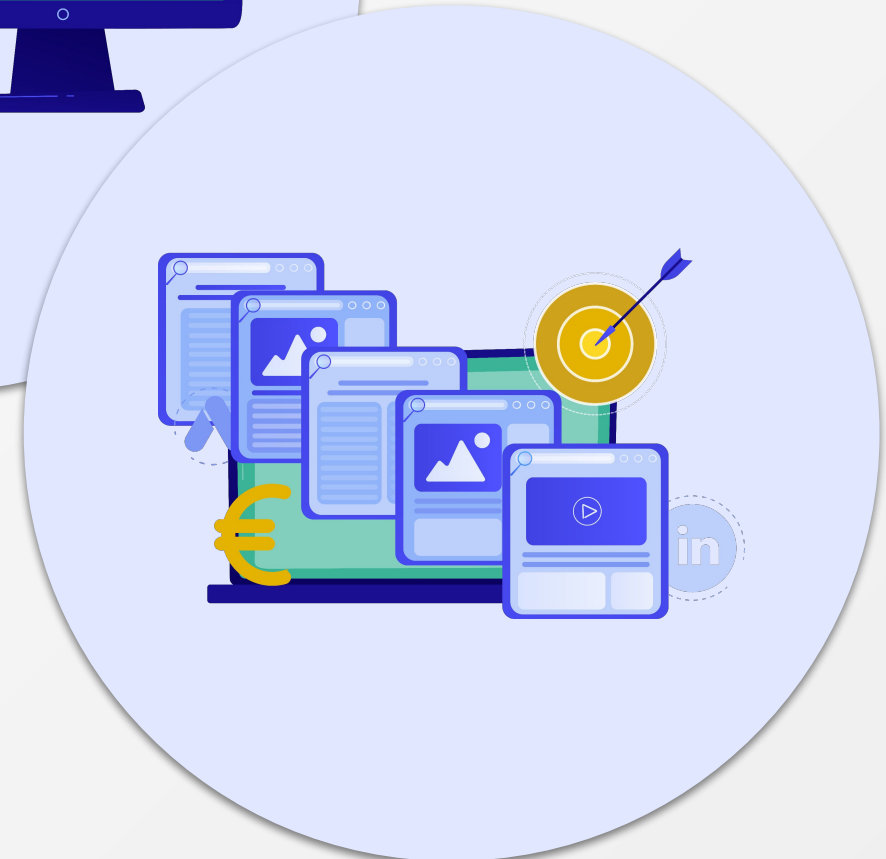
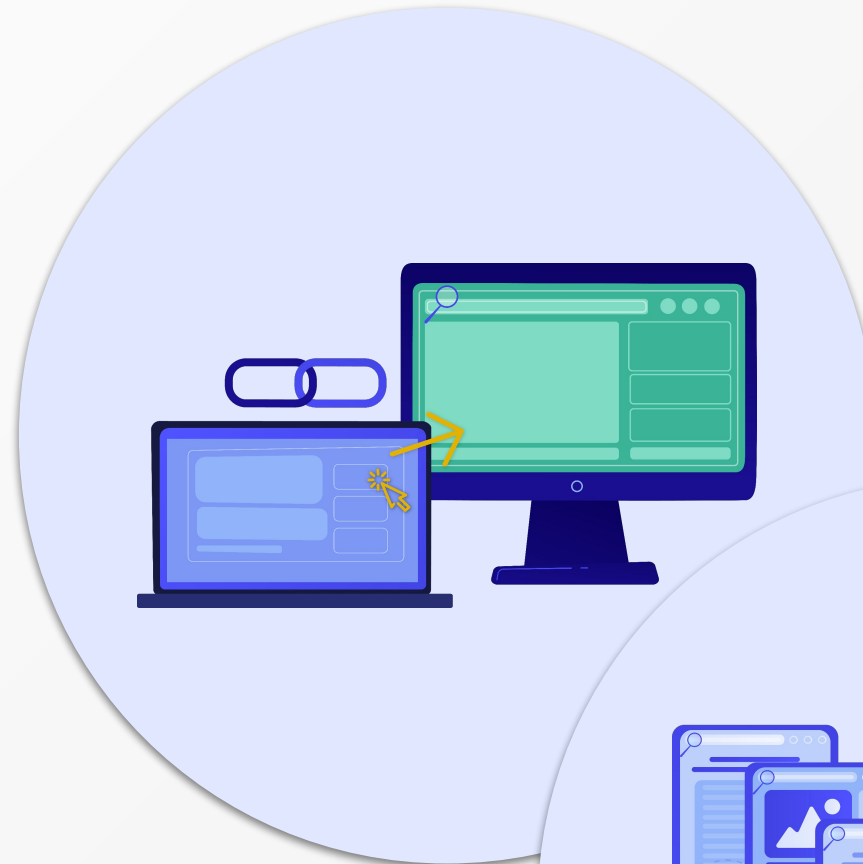
Placement of backlinks, for example, on website of multipliers and other partners.

A backlink is a link from an external page to your platform.

Backlinks represent a kind of "vote of confidence" from one website to another. If many other high-quality websites link to your platform, search engines such as Google can conclude that the content seems to be relevant to many and that it is worthwhile to display it in the search results.

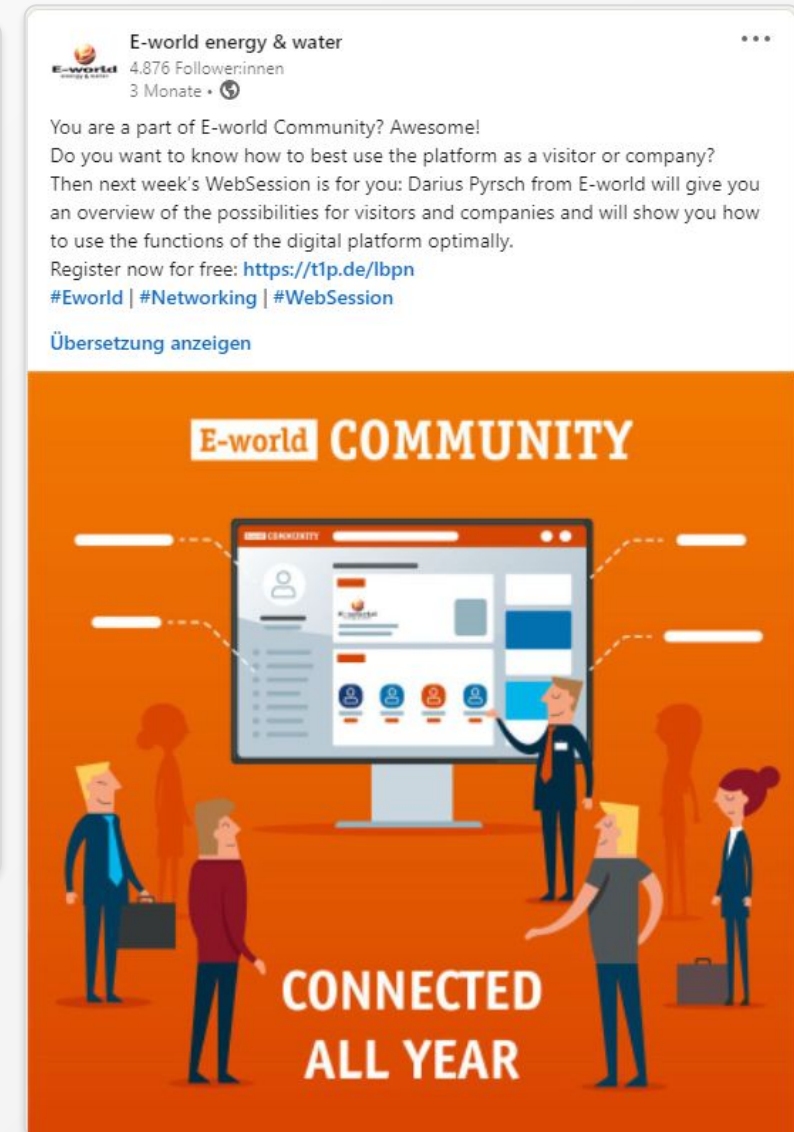
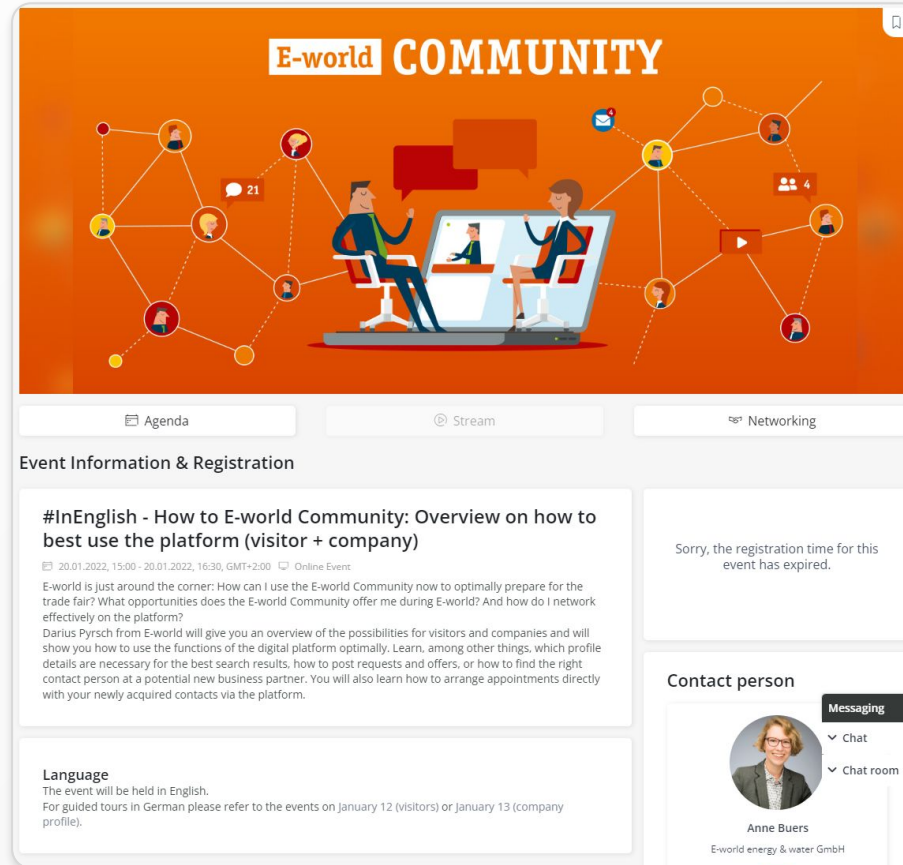
Advertising your platform via paid media services (e.g. LinkedIn Ads or Google Ads).

It makes sense to check whether the relevant competencies are available **internally or** whether they can be **covered by an agency**.



3c. General Social Media

Onboarding event with social media promotion



Launch and onboarding events in order to give (new) users a nice overview and introduction to the platform and its functions. Can also be combined with networking sessions.


Social media posts by organization accounts

Business Metropole Ruhr GmbH 4.690 Follower:innen
4 Monate ·

Auf Matchmaker.Ruhr vernetzen sich Unternehmen aus dem Ruhrgebiet mit internationalen Firmen und Start-ups. Die **opta data Gruppe** setzte gestern erfolgreich einen Pitch mit Start-ups aus Singapur auf Matchmaker.Ruhr um.

Die **GFW Duisburg** nutzte Matchmaker.Ruhr für Du.Invest – China. Angeboten wurden zwei Gesprächsrunden zum Logistikstandort Duisburg als Knotenpunkt der neuen Seidenstraße. Teilnehmende konnten sich anschließend in Matchmaking-Slots mit chinesischen Investoren zu 1:1-Gesprächen treffen.

#metropoleruhr #ruhrgebiet #b2btool #vernetzung #startups
#internationalisierung Rasmus C. Beck Stadt der Städte ruhrHUB



Matchmaker.Ruhr | International Matchmaking Platform in the Ruhr Area
matchmaker.ruhr · Lesedauer: 1 Min.

26

Gefällt mir Kommentar Teilen Senden

ECODYNAMICS GmbH 293 Follower:innen
1 Monat ·

Das Warten hat sich gelohnt: Gemeinsam mit unseren Partnern **InnoLoft**, **Handelsblatt** und **EUROFORUM Deutschland GmbH** haben wir **platformbuilders.co** gelauncht.

Platformbuilders ist das erste Netzwerk, das Expert:innen und Fachleuten der Plattformökonomie einen Raum für den informellen Austausch zwischen Wirtschaftsakteur:innen rund um das Thema **#Plattformökonomie** bietet. Hier können Sie Erfahrungen austauschen, sich über laufende Projekte informieren, an digitalen **#Masterclasses** teilnehmen oder sich begleitende Angebote rund um den Aufbau Ihrer eigenen B2B-Plattform ansehen.

Wir freuen uns, Ihnen Platformbuilders am Mittwoch, den 14. Juli um 13:30 Uhr via Zoom vorzustellen. Melden Sie sich gerne auf unserer Eventseite an: <https://lnkd.in/eEWdC7E>

Wenn Sie sich im Vorfeld die **#Community** anschauen und den wertvollen Wissensaustausch rund um das Thema Plattformökonomie und **#digitaleTransformation** nutzen möchten, sind Sie ebenfalls herzlich Willkommen: <https://lnkd.in/ek6YirV>

#platformeconomy #handelsblatt #euroforum #digitalcommunity
#digitalplatforms #platformbuilders Handelsblatt InnoLoft EUROFORUM
Deutschland GmbH platformbuilders.co Moritz Schönleber Sven Pietsch
Tatiana Sacchi Florian Feuer Nina Lentzen Alexandra Flimm Hamidreza
Hosseini



13 · 4 Kommentare

Applaus Kommentar Teilen Senden

Business Metropole Ruhr GmbH 4.690 Follower:innen
1 Jahr ·

Thank god it's Friday! **#TGIF**
Eine spannende Woche geht zu Ende. **#MatchmakerRuhr** ist online 🥳 Das erste digitale Business-Netzwerk im **#Ruhrgebiet**, das Startups, Investoren & Unternehmen zusammenbringt. Seid ihr schon Teil der Community?
<https://matchmaker.ruhr/>



14 · 1 Kommentar

Gefällt mir Kommentar Teilen Senden

Wirtschaft.NRW @WirtschaftNRW

Innovationsplattform NRW.Global.Connect startet. Erstes Partnerland ist **#Israel**. Minister **@A_Pinkwart**: Beste Möglichkeiten, den starken **#Mittelstand** in **#NRW** mit innovativen israelischen **#Startups** zu vernetzen. Jetzt registrieren global-connect.nrw
#DigitalDurchstarten

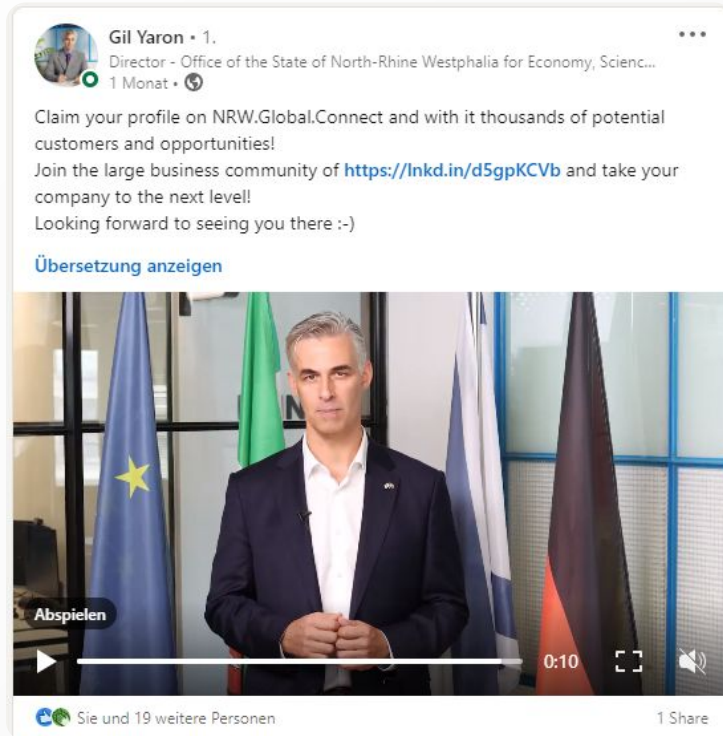
Translate Tweet



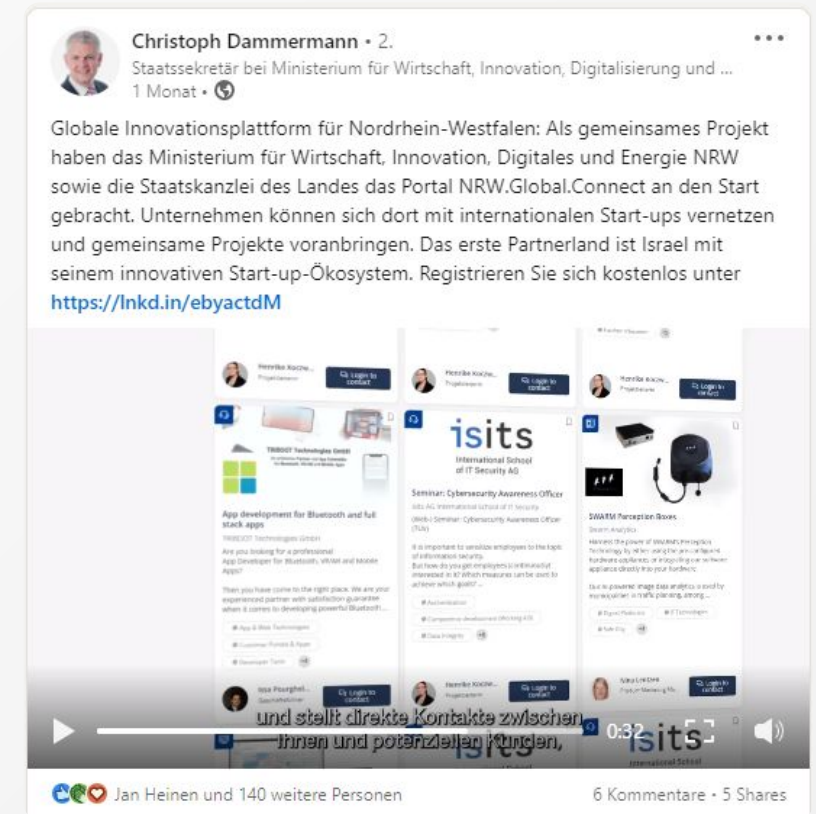
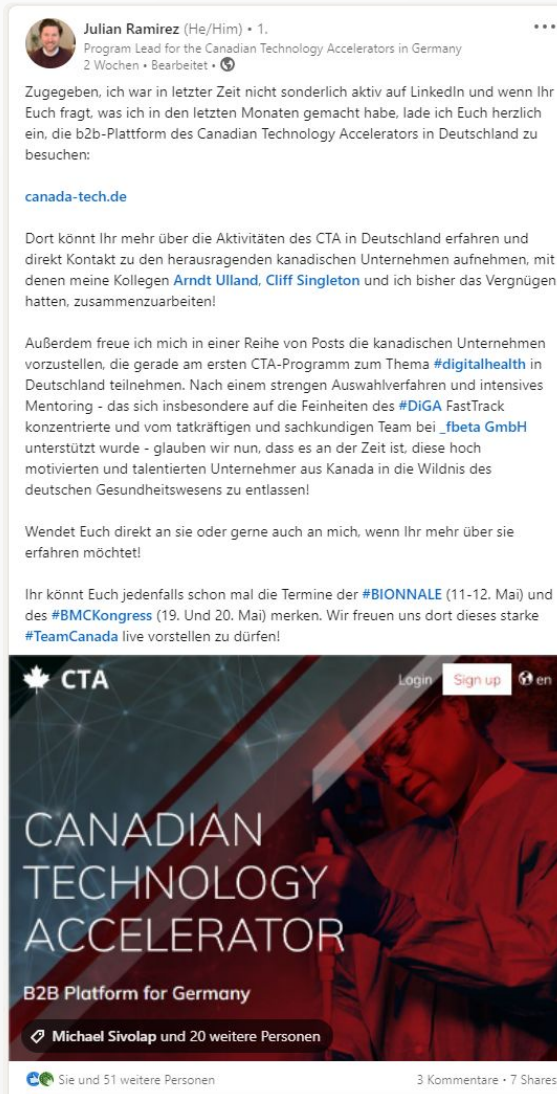
You and 8 others

4:28 PM · Mar 15, 2022 · Twitter Web App

Social media posts by private accounts

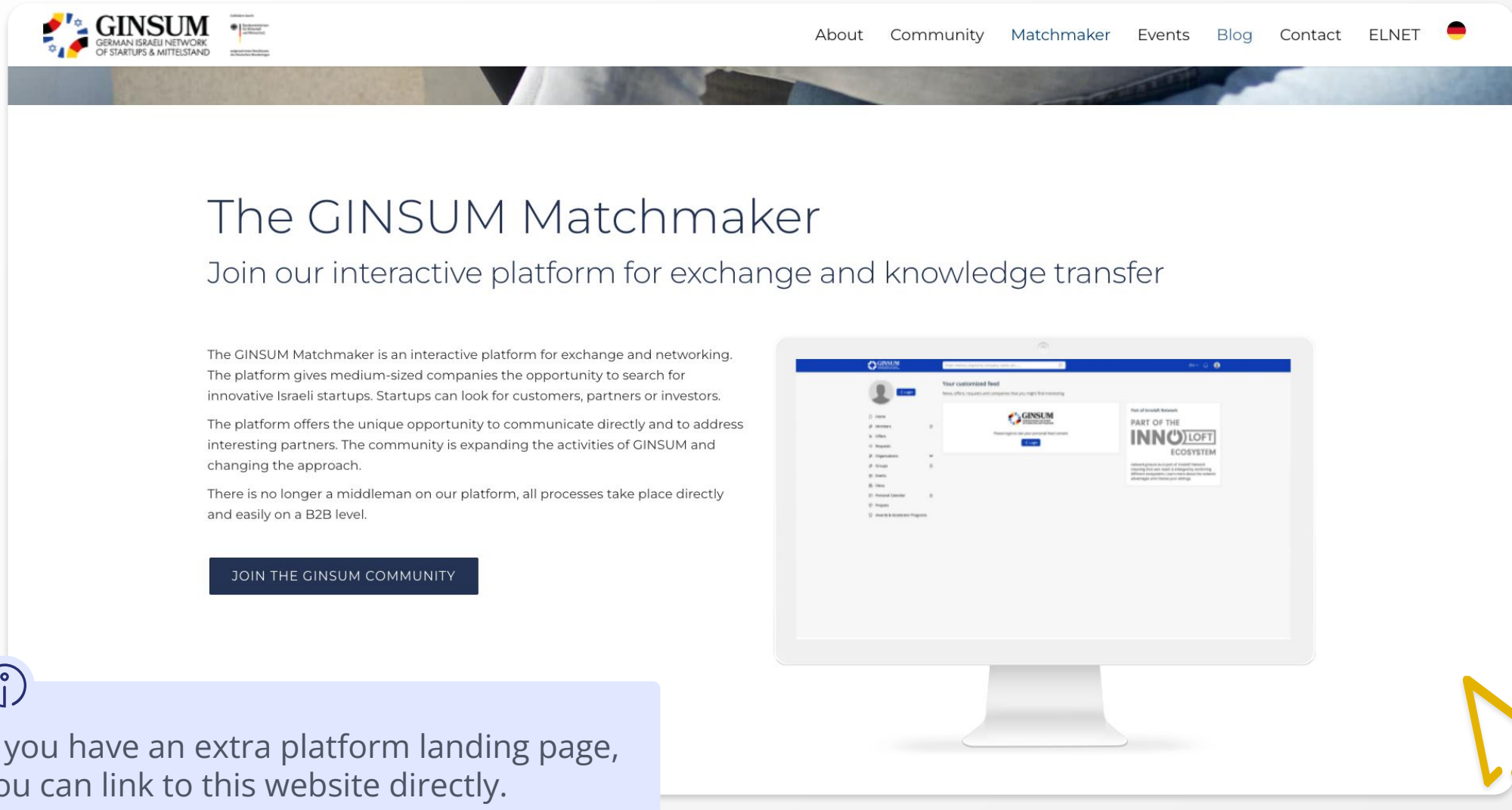


Created videos can be also used for posts by private accounts.



3c. Public Relations

Integration into own website



Press release and news on own website

Sprache

Gebärdensprache

Leichte Sprache

Barrierefreiheit

Die Landesregierung Nordrhein-Westfalen

Startseite

NRW informieren

NRW gestalten

NRW erleben

NRW-Service

Suche

Startseite | NRW informieren | Pressemitteilungen | Ministerpräsident Wüst gibt Startsignal für NRW.Global.Connect

Globale Innovationsplattform für Nordrhein-Westfalen – Ministerpräsident Wüst gibt Startsignal für NRW.Global.Connect in Israel

Ministerpräsident Wüst: Die Volkswirtschaften unserer beiden Länder ergänzen sich hervorragend – Plattform hebt Vernetzungsmöglichkeiten auf ein noch nie dagewesenes Niveau

15. März 2022





Foto: iStock.com

Ministerpräsident Hendrik Wüst hat am Dienstag, 15. März 2022, digital das Startsignal für NRW.Global.Connect gegeben – eine einzigartige Plattform, die die starke Wirtschaft Nordrhein-Westfalens mit Innovations-Hotspots weltweit vernetzt. Erstes Partnerland der Plattform ist Israel.

Staatskanzlei Nordrhein-Westfalen



8. - 10. FEBRUAR 2022
ESSEN / GERMANY

E-WORLD COMMUNITY

NEUIGKEITEN

FÜR AUSSTELLER

FÜR BESUCHER

PROGRAMM

E-WORLD MAGAZIN

PRESSE

Pressemitteilungen

Aussteller kündigen an

Videos, Bilder und Logos

JOBBÖRSE

OFFIZIELLER LAUNCH DER NEUEN DIGITALEN E-WORLD PLATTFORM

Essen, 11. Februar, 2021


Am 2. Februar 2021 ging die „E-world Community“, die neue digitale Plattform der E-world energy & water, offiziell an den Start. 10 Tage nach ihrer Öffnung sind bereits knapp 1000 Nutzer in der E-world Community registriert.

Mit der E-world Community steht der Energiewirtschaft nun ganzjährig eine digitale Plattform zur Vernetzung und Information untereinander sowie zur Geschäftsanbahnung zur Verfügung. Zudem wird sich ein umfangreiches digitales Vortragsprogramm mit aktuellen Herausforderungen der Branche beschäftigen. Seit der vergangenen Woche können sich Nutzer unter <https://community.e-world-essen.com> kostenfrei für die Community registrieren.

Optimale Messevorbereitung, nachhaltige Vernetzung und effektive Kommunikation: All dies bietet die E-world Community. Unternehmen können dort schnell und intuitiv ihre Produkte, Projekte und Kooperationsmöglichkeiten darstellen. Registrierte Nutzer finden so alle relevanten Informationen rund um die Themen Energie, Nachhaltigkeit und Infrastruktur auf einer Plattform und können über verschiedene Kontaktoptionen sofort in Aktion treten. Durch die Angabe von Interessen, Angeboten oder Gesuchen liefern intelligente Algorithmen allen Teilnehmern regelmäßig individuell angepasste Produkt- und Kontaktvorschläge.

Stefanie Hamm, Geschäftsführerin der E-world energy & water, erklärt: „Der große Vorteil unserer Plattform ist, dass wir ganz gezielt Anbieter und Nachfrager bestimmter Produkte und Services zusammenbringen. Die Community übernimmt die aufwendige Suche nach der passenden Lösung für eine Problemstellung und vermittelt qualifizierte Kontakte.“ Sabina Großkreuz, ebenfalls E-world Geschäftsführerin, fügt hinzu: „Die enorme Dynamik der Energiebranche erfordert ein immer höheres Maß an Synergien und Austausch, auch über Branchen hinweg. Die E-world Community erleichtert die Zusammenarbeit und fördert Kooperationen, indem sie relevante Akteure zielgerichtet zusammenbringt.“

Im Mittelpunkt der Plattform finden regelmäßig Web-Seminare zu aktuellen Themen der Energiewirtschaft statt.



Schnelleinstieg

English

Suche

Anmelden

Die Universität

Studium

Forschung

Wissenstransfer

Technische Universität Darmstadt

TU Darmstadt > TU > Die Universität > Aktuelles


[← zurück zur Liste](#)

Innovations-Plattform HIGHWAY

TU Darmstadt schafft weltweiten digitalen Marktplatz für Innovation

04.05.2022

Die TU Darmstadt und ihr Innovations- und Gründungszentrum HIGHEST stellen mit der Innovationsplattform HIGHWAY ihr Wissen, ihre Ideen und Forschungsergebnisse für eigene Ausgründungen und für Start-ups und Unternehmen außerhalb der Universität zur Verfügung. Die Plattform verschafft so Wirtschaft und Gesellschaft auf unkomplizierte Weise Zugang zu Innovation und IP der TU Darmstadt.



Das Team IP und InnoManagement von HIGHEST: Ibrahim Gencaslan, Christine Rehmann, Deniz Bayramoglu, Jessica Retzlaff, Susanne Gülich (v.l.)

Auf der **Plattform HIGHWAY** vernetzen sich Wissenschaftlerinnen und Wissenschaftler, Start-Ups und Unternehmen zum Austausch von Innovationen, Patenten und neuen Technologien. Allein an der TU Darmstadt sind aktuell mehr als 602 Innovationen vorhanden. „Wir verfügen über ein enormes Ideenpotenzial, von dem auch Gesellschaft und Wirtschaft profitieren sollen. HIGHWAY macht die Bedarfe aller Akteurinnen und Akteure transparent und bringt die richtigen Leute mit den richtigen Ideen zusammen – indem es als eine Matchingplattform für Innovationen fungiert“, sagt Harald Holzer, Geschäftsführer von **HIGHEST**.

KONTAKT

Tags

Gründungs- und Innovationszentrum HIGHEST, Transfer

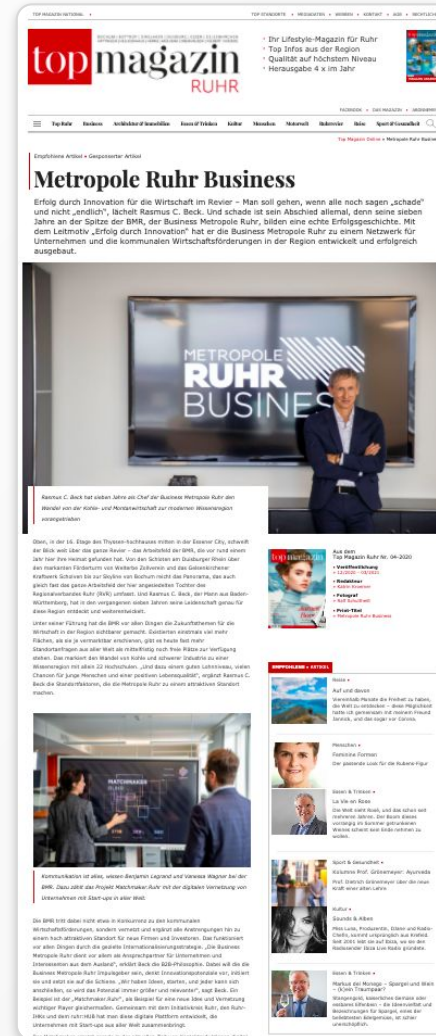
Links

[→ Innovations-Plattform „Highway“](#)
[→ Innovations- und Gründungszentrum HIGHEST](#)

Articles in external and internal media



Announcement and presentation of new matchmaker.ruhr platform in online magazine.



See also examples for press releases for in the launch section.



Videos for explanation of platform benefits and features



Videos can be used on landing page, for social media post and in newsletters.

4. Everyday Tasks

- a. Events
- b. Groups
- c. Forms
- d. Webinars / eLearnings



4a. Events

Startup matchmaking series for specific topic

ENERGIE- MATCHING FOKUS: WÄRMEWENDE

INNOVATIONSPLATTFORM.NRW
27. OKTOBER, 10 - 12 UHR



Event series might
be worth to be
announced by
press release and
other media.

EnergieAgentur.NRW

EnergieAgentur.NRW

PRESSEINFORMATION

Ort und Datum: Düsseldorf, 17.09.2021
Ansprechpartner: Dr. Joachim Frielingsdorf
Tel.: (0202) 24 552 19
pressestelle@energieagentur.nrw

Online-Veranstaltungsreihe auf der Innovationsplattform NRW:
Matching zu Fokusthemen der Energiewende

Düsseldorf. Die EnergieAgentur.NRW startet diesen Monat auf ihrer Innovationsplattform NRW die Online-Veranstaltungsreihe „Energie-Matching – Fokusthemen“. Mit diesem zusätzlichen Online-Angebot der B2B-Plattform für Innovationsgeber und -nachfrager der Energiebranche wird neben der Präsentationsmöglichkeit von Start-ups aus NRW vor allem der Austausch der Veranstaltungsteilnehmer ermöglicht.

Bereits im März fand unter dem Titel „Energie-Matching“ die Premiere dieses Veranstaltungsformates auf der Innovationsplattform.NRW statt. Mit über 80 bilateralen 1-on-1-Meetings der Teilnehmer im Anschluss an die verschiedenen Start-up-Pitches konnte ein erfreuliches Fazit zu diesem Format gezogen werden.

Gerade der direkte ungezwungene Austausch ist in Zeiten fehlender Präsenzveranstaltungen erschwert und kann mit diesem Format ermöglicht werden. Dem Wunsch einer Folgeveranstaltung kommt die EnergieAgentur.NRW nun mit einer Veranstaltungsreihe bis zum Ende des Jahres nach. Jeder Monat wird einem speziellen Thema der Energiebranche gewidmet. Nach der Vorstellung unterschiedlicher Start-ups aus NRW zum Fokusthema haben alle Teilnehmer die Möglichkeit, sich bilateral auszutauschen.

Der September startet mit dem Thema „Smart City“ am Mittwoch, den 29.09. von 10 bis 12 Uhr. Die Teilnahme erfolgt über den Login auf der Innovationsplattform.NRW und ist kostenlos.

Weitere Information, die Anmeldung sowie die Übersicht der Start-up-Pitches finden Sie hier: [Energie-Matching – Fokus: Smart City](#)

Personalkontakt:
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EnergieAgentur.NRW
Consultant Energiewirtschaft
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Mobil: (0151) 143 738 00
winter@energieagentur.nrw

Rückfragen der Medien:
Dr. Joachim Frielingsdorf
EnergieAgentur.NRW
Tel.: (0202) 24 552 19
frielingsdorf@energieagentur.nrw
www.energieagentur.nrw

Die EnergieAgentur.NRW wird finanziell getragen von der Europäischen Union und vom NRW-Wirtschaftsministerium.

EnergieAgentur.NRW
Herausgeber:
EnergieAgentur.NRW GmbH, Röhren 92, 40776 Düsseldorf
Telefon: 0201 - 886425, info@energieagentur.nrw
Registrierungsnummer: HRB 15034
Geschäftsführer: Dr. Frank-Michael Baumann, Lutz Schneider
Präsidentin:
Dr. Joachim Frielingsdorf (v.i.S.d.P.), Oliver K. Wackelberg,
Lisa M. Dargatzis, Thomas Reitz, EnergieAgentur.NRW
Präsident: praesident@energieagentur.nrw
Präsidentin: praesidentin@energieagentur.nrw

Enter interest, keyword, company name, etc.

Wednesday, 27.10.2021

Welcome

Welcome and Introduction by EnergyAgency.NRW
Stream
Following the welcome to all participants, there will be a short introduction to the procedure of the Energy Matching.
Speakers
 Maximilian Winter
Consultant
ES Energy Engineers GmbH
[Open session](#)

Presentation

Start-up Pitches
Stream
Lagom Energy GmbH performs energy system analyses as well as heat network and generation plant simulations for design. Heat Energy Solutions offers a full-service platform for matching sustainable heat pumps to existing customer requirements. Encoord GmbH offers software solutions for the planning and operation of coupled energy grids, with the aim of balancing the fluctuations in power generation from renewable energies with the help of the storage capacities of other energy grids.
10:15 a.m.: Lagom Energy GmbH
10:30 a.m.: Heat Energy Solutions
10:45 a.m.: encoord GmbH
Speakers
 Nicolas Witte-Humperdinck
Geschäftsführender Gesellschafter
Lagom Energy GmbH
 Jonas Scheumann
CTO
Heaty UG (haftungsbeschränkt)
 Kwabena Pambour
Managing Director, Product Development
encoord GmbH
[Open session](#)

1-on-1 Meeting

27.10.2021
11:00 - 12:00
1-on-1 Meeting
Find potential business partners in 1-on-1 meetings. Click here for scheduling your dates.
[Open session](#)

Event for industry specific topics with expert speakers



The role of guarantees of origin and certificates for the development of the clean hydrogen industry

📅 16.03.2021, 09:30 (GMT+2:00) 📍 Fully Virtual

In Europe, guarantees of origin schemes already exist for renewable electricity, which is obligatory as per the current European Renewable Energy Directive and Member States are mandated to create a GO Scheme. In the revised version of the Directive, GO schemes will also be introduced for renewable gas and hydrogen....

Organizers

Participants

217 Participants

[Event Page](#)



energate-Webtalk: Hydrogen Regulation - Booster or Restrainer of the Market Ramp-Up

📅 09.03.2021, 10:00 (GMT+2:00) 📍 Fully Virtual

With the amendment to the German Energy Act (EnWG), the German government has for the first time introduced regulation for hydrogen networks. Are the amendments suitable to advance the desired market ramp-up of hydrogen technology? Does the focus on certain sectors make sense, or should hydrogen be used...

Organizers

Participants

57 Participants

[Event Page](#)



Short impulse events with speaker on certain topic



Social media images with pictures of persons work generally quite well.

Lunch impulse with Stefan Pandorf (Particulate Solutions GmbH)

"How to start and grow a business in Germany"



Lunch impulse with Stefan Pandorf (Particulate) - How to start and grow a business in Germany

01.06.2021, 12:30 (GMT+2:00) Fully Virtual

Stefan Pandorf is a German entrepreneur and founder of Particulate Solutions GmbH, based in Koblenz - Germany. Particulate offers digital solutions for entrepreneurial engagement. Organizations of all sizes - from...

Organizers **Participants**

StAfrica - Startup Germany-Africa 26 Participants

[Event Page](#)

StAfrica - Startup Germany-Africa
550 Follower:innen
2 Monate • Bearbeitet •

We come to you with great news!
On 'Lunch Impulse' which happens solely on our community platform online, our guest, **Stefan Pandorf** will be sharing practical insights : ... mehr anzeigen

[Übersetzung anzeigen](#)



Lunch Impulse

...with Stefan Pandorf.
"How to start and grow a business in Germany."

Date: 1st June 2021
Time: 12:30 pm CAT/CET


STEFAN PANDORF
Particulate Solutions GmbH >>>

Produced by: 

7

[Gefällt mir](#) [Kommentar](#) [Teilen](#) [Senden](#)

Events for cross-regional cooperation



Innovation Bridge China - sustainably in the fast lane

📅 20.05.2021, 10:30 (GMT+2:00) 📍 Fully Virtual

China's leadership has confirmed the climate targets of the Paris Agreement, and the People's Republic's new five-year plan adopted this spring sets a further 18% reduction in CO2 intensity. Combined with China's ambitious investment in research and development and national innovation funding, new developments in...

Organizers
🏢 Business Metropole Ruhr GmbH (BMR)

Participants
25 Participants

[Event Page](#)



A corresponding LinkedIn event for your own platform event is not only helpful for attention and visibility, but also enables a quick and uncomplicated invitation of all LinkedIn contacts and further communication.



Das Event hat bereits stattgefunden.

Innovation Bridge China – Nachhaltig auf der Überholspur
Event von Business Metropole Ruhr GmbH

📺 Online

📅 Do, 20. Mai 2021, 10:30 bis 12:15 (Ihre Ortszeit)

🔗 **Link für die Registrierung** <https://matchmaker.ruhr/events/innovation-bridge-china-nachhaltig-auf-der-uberholspur/wWDraWX2Xd>

👤 +26 Dr. Tobias Fehlbier und 27 weitere Personen nehmen teil

[Am Event teilnehmen](#) [Teilen](#) [Mehr](#)

Events with startup pitches

The screenshot shows the event page for 'XR STARTUP CONNECT' on the Virtual Dimension Center website. The header features the event title, date '03. MÄRZ 2021', and 'ONLINE-EVENT'. A sidebar on the left lists navigation options: Back, Information & Registration, Stream, Participants, Networking, and Agenda. Below the header, there are tabs for Agenda, Stream, and Networking. The main content area is divided into three sections: 'Event Information & Registration' with details about the 'Kick-Off XR Start-Up Connect' (March 30, 9:00-18:00 MESZ), 'Your Status' (currently 'Participating'), and 'Contact person' (Ioannis Alexiadis). A 'Start-Up Pitches' section at the bottom displays logos of participating startups: 3DQR, CURVATURE GAMES, REDT, neo mento, nextBase, wonder, we are, and VRI.

The screenshot shows the event page for 'XR STARTUP CONNECT' on LinkedIn. The header includes the event title, date 'Di, 30. März, 15:00 bis 18:00 MESZ', and 'Event von Virtual Dimension Center (VDC)'. A sidebar on the left lists navigation options: Back, Information & Registration, Stream, Participants, Networking, and Agenda. Below the header, there are tabs for Agenda, Stream, and Networking. The main content area is divided into three sections: 'Event Information & Registration' with details about the 'Kick-Off XR Start-Up Connect' (March 30, 9:00-18:00 MESZ), 'Your Status' (currently 'Participating'), and 'Contact person' (Ioannis Alexiadis). A 'Start-Up Pitches' section at the bottom displays logos of participating startups: 3DQR, CURVATURE GAMES, REDT, neo mento, nextBase, wonder, we are, and VRI.

In this case with a corresponding LinkedIn event for more attention and visibility.

Joint event by two ecosystem partners



Innovation Bridge North America presents Hydrogen Startups Canada

23.02.2022, 15:00 (GMT+2:00) Online Event

Like Germany, Canada is currently working successfully towards its goal of being at the forefront of hydrogen technology internationally. The successes of this strategy and immense research efforts are already visible and offer excellent cooperation opportunities for German companies and research institutes....

Organizers

- Business Metropole Ruhr GmbH (BMR)
- Embassy of Canada to Germany / Trade Commissioner Service (TCS)

Participants

164 Participants

[Event Page](#)



Events with partners have advantage of better marketing reach and thematic synergies.

Organizer

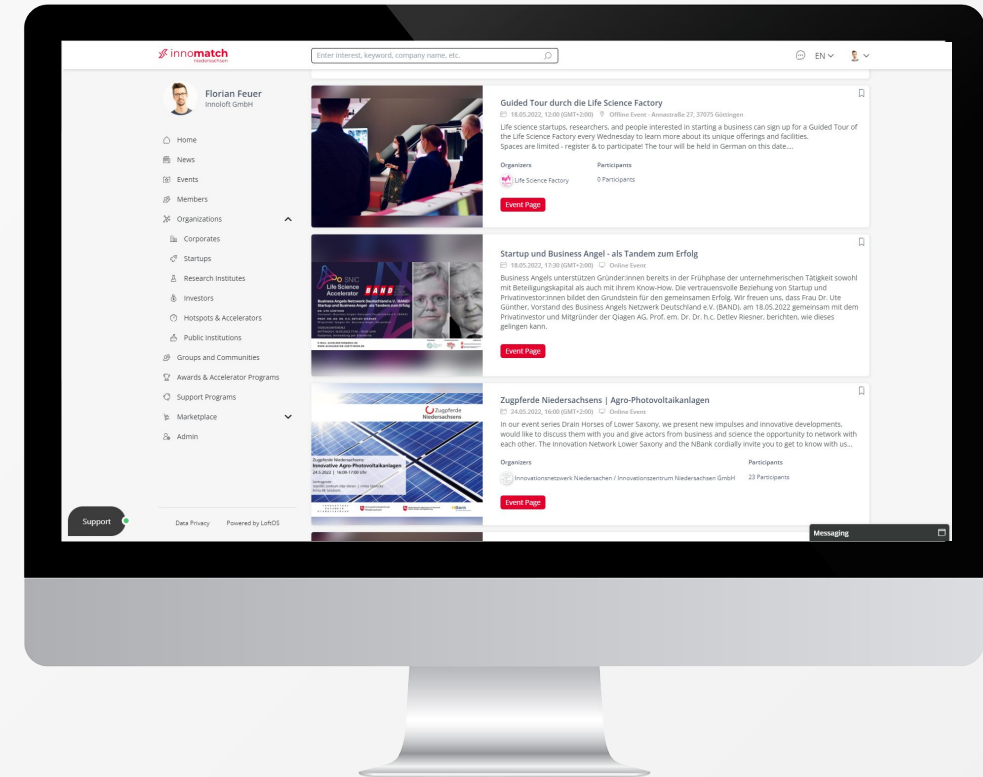
METROPOLE
RUHR
BUSINESS

CANADIAN
TECHNOLOGY
ACCELERATOR
—
GERMANY

METROPOLE RUHR
INNOVATION BRIDGE
NORTH AMERICA

Win-win: Offer the events module to your partners

**Your
partners**









Offer the event module to your partners and create a win-win situation. You are growing your members without hosting own events and your partners can utilize the event module and the existing community for free.

4b. Groups

Groups for cluster and initiative management



Organisation of (open or closed) groups for different stakeholders, interest groups, business areas, etc.

	<h3>Cluster Energietechnik Berlin-Brandenburg</h3> <p>With more than 6,400 companies and nearly 58,000 employees in the Energy Technology Cluster Berlin-Brandenburg, the capital region is full of energy. Since 2011, both federal states have been making [...]</p> <p>17 Members Group Admins: </p> <p># Energy # Energy & Water Supply # Hydrogen supply +6</p>	<p>Accessibility After approval by administrator</p> <p>Apply for membership</p> <p>More information</p>
	<h3>Meine Stadt der Zukunft</h3> <p>This is a forum for exchange between the model municipalities in the funding programme My City of the Future. Here you can chat, deposit information such as project outlines, and [...]</p> <p>3 Members Group Admins: </p> <p># Smart City</p>	<p>Accessibility After approval by administrator</p> <p>Apply for membership</p> <p>More information</p>
	<h3>GIBI - Green Industries Brandenburg Initiative</h3> <p>What is GIBI? With the project "Green Industries Brandenburg Initiative" (GIBI), the Brandenburg Economic Development Board (WFBB) wants to open up opportunities for companies, institutions and networks to participate in projects [...]</p> <p>6 Members Group Admins: </p> <p># Construction # Energy # Environment & Efficiency +5</p>	<p>Accessibility After approval by administrator</p> <p>Apply for membership</p> <p>More information</p>

Groups for exchange in verticals



Organisation of (open or closed) groups for different stakeholders, interest groups, business areas, etc.



Life Science Expert Hub

Welcome founders and startups to the Life Science Expert Hubs. The Life Science Expert Hubs focuses on startups providing innovative life sciences and health solutions from the following domains: Medical Devices ...

25 Members Group Admins:

#BioTech

#Health & Medicine

Accessibility

After approval by administrator

Apply for membership

More information



Digitized Hardware Expert Hub

Welcome founders and startups to the Digitized Hardware Expert Hub. The Digitized Hardware Expert Hub focuses on innovations in hardware/engineering that are empowered by digital technology and related to the ...

23 Members Group Admins:

#Chemical industry

#Construction

#Energy

+5

Accessibility

After approval by administrator

Apply for membership

More information



Resources Expert Hub

Welcome founders and startups to the Resources Expert Hub. The Resources Expert Hub focuses on startups that provide extended engineering solutions and have ties to the following domains/industries: Energy Chemicals Raw Materials Design & ...

27 Members Group Admins:

#Chemical industry

#Energy

#Environment & Resources

+4

Accessibility

After approval by administrator

Apply for membership

More information

How to get users into the group



New group members can be invited via e-mail or directly via name – if the person is already registered to the platform.

KOOPERATIONS-PLATTFORM BRANDENBURG
Konzeptionsgremium der Koop-BB Plattform Members

Group Invitation Center

Back to members

Invite via E-Mail

Invite via Name

Add one or more email addresses separated by ","

Invite

All sent invitations (0 Pending, 0 Accepted)

You have not sent invitations yet

E-world energy & water
4,886 Followerinnen
22 Std. •

Sie möchten sich zu aktuellen **#Wasserstoff**-Themen austauschen?

Die neue Gruppe **#Hydrogen** Solutions in der E-world Community bietet Ihnen wertvolle Kontakte zu Mitgliedern aus dem Wirtschaftsbereich, Angebote und Gesuche für spannende **#Wasserstoffprojekte**, Events und regelmäßige thematische Newsupdates rund um den Hoffnungsträger der **#Energiewende**!

Jetzt Gruppe beitreten ► <https://t1p.de/hsgf8>

#Eworld #Eworld2022 #SolutionsForASustainableFuture

Alles zu ...
Wasserstoff

Jetzt Gruppe in der
E-world COMMUNITY beitreten.

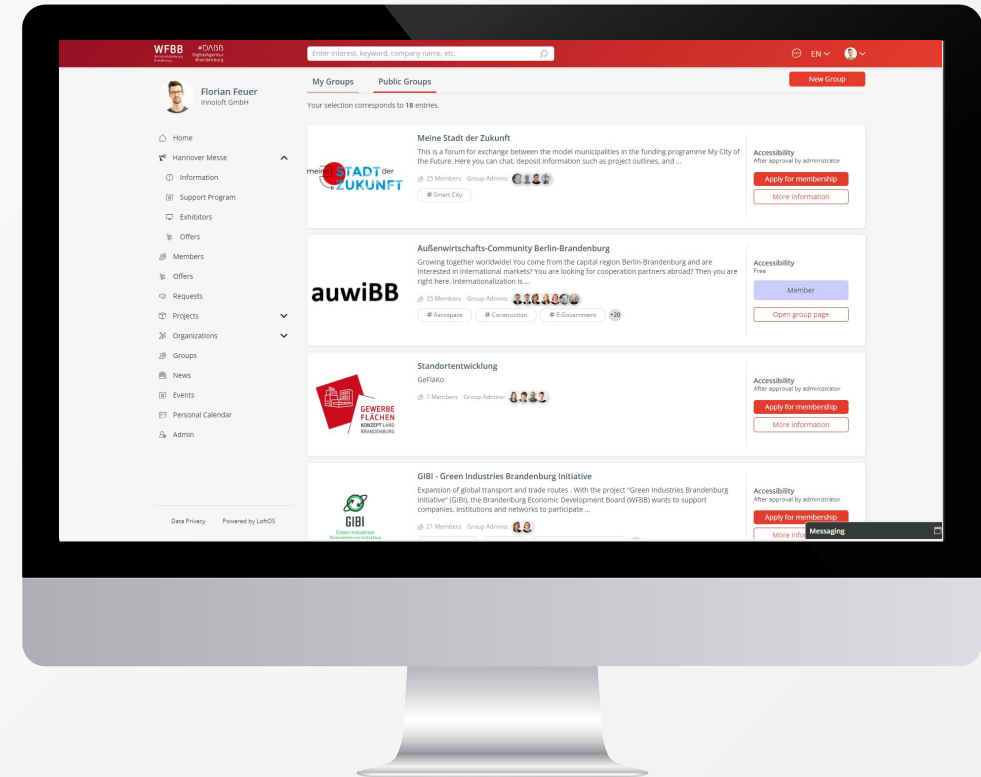
Darius Pyrsch und 5 weitere Personen

1 Kommentar



Groups also can be easily promoted via social media.

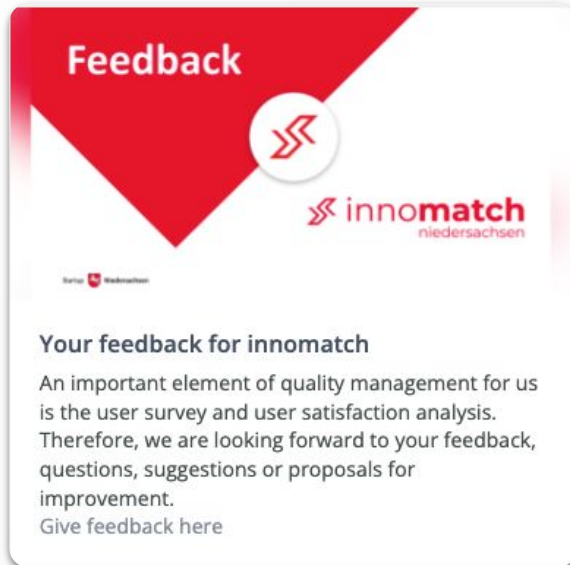
Win-win: Offer the groups module to your partners




Offer the groups module to your partners and create a win-win situation. You are growing your members without hosting own groups and your partners can utilize the groups module and the existing community for free.

4c. Forms

Forms module can be used for feedback and other purposes



Feedback

 **innomatch**
niedersachsen

Stavus Niedersachsen

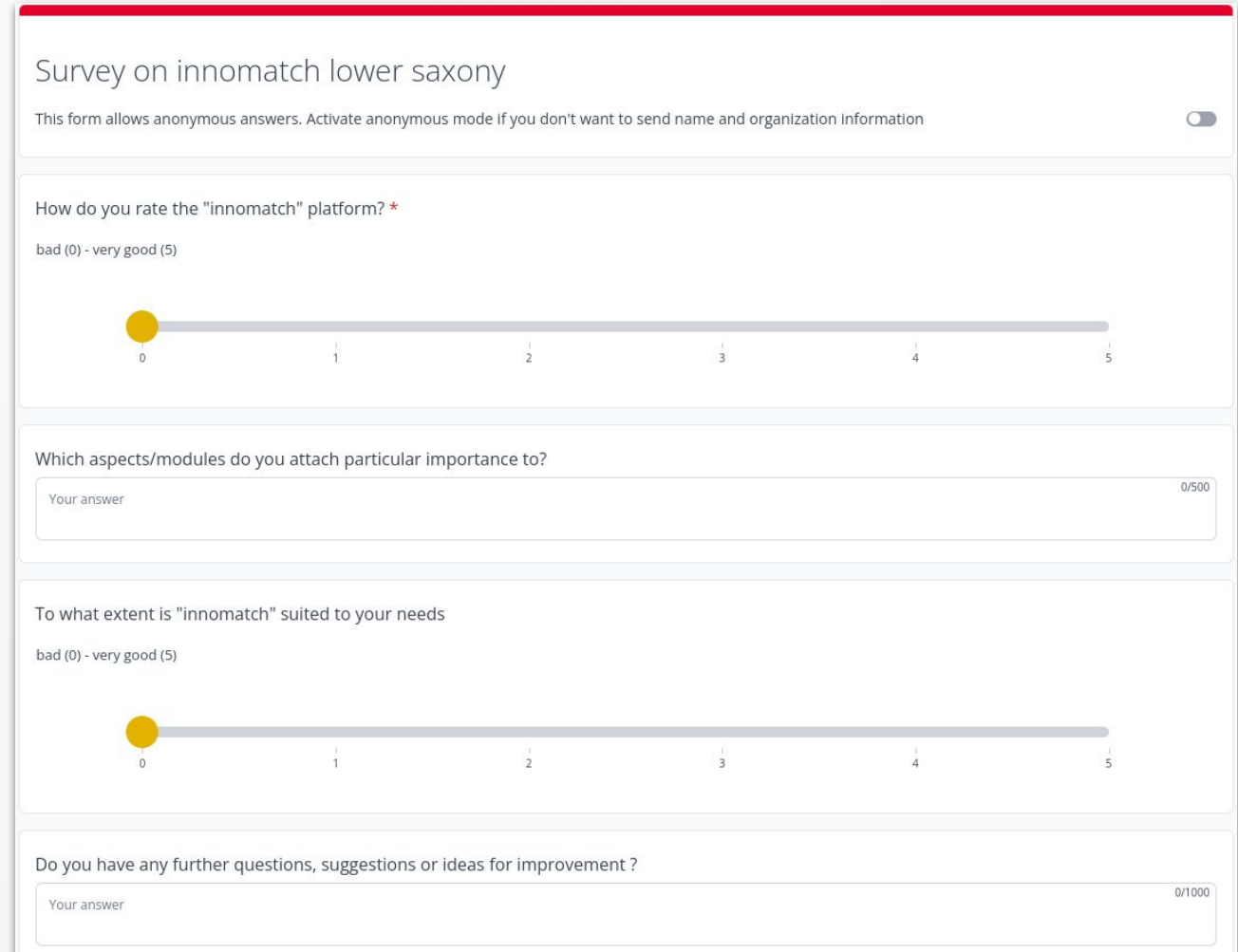
Your feedback for innomatch

An important element of quality management for us is the user survey and user satisfaction analysis. Therefore, we are looking forward to your feedback, questions, suggestions or proposals for improvement.

Give feedback here



Forms can be quickly and easily designed and managed in the platform's admin area.



Survey on innomatch lower saxony

This form allows anonymous answers. Activate anonymous mode if you don't want to send name and organization information ☐

How do you rate the "innomatch" platform? *

bad (0) - very good (5)

Which aspects/modules do you attach particular importance to?

Your answer 0/500

To what extent is "innomatch" suited to your needs

bad (0) - very good (5)

Do you have any further questions, suggestions or ideas for improvement ?

Your answer 0/1000

4d. Webinars / eLearnings


Webinars / eLearnings



The **Programs** Module can be used to create own eLearning courses and on-demand webinars

Programs

Germany-Africa Startup Consultant



**GERMANY-AFRICA
STARTUP CONSULTANT**
STARFRICA CERTIFICATE

- Entrepreneurship
- Startup Germany
- Startup Consulting

WWW.STARFRICA.DE

StAfrica
university of koblenz

Germany-Africa Startup Consultant

StAfrica Certificate

A warm welcome to the "Germany-Africa Startup Consultant" StAfrica certificate.

This is a 12-week, self-paced online course provided by the StAfrica project, under the Central Institute for Scientific Entrepreneurship & International Transfer (ZIFET) of the University of Koblenz, Germany.

The course aims to qualify and certify African startup consultants with a focus on the German startup ecosystem. We will deep-dive into the fundamentals of entrepreneurship, how to start a business in Germany, as well as the best practices in entrepreneurship consultancy.

The course is expected to help participants gain a good understanding of the opportunities of the German market for Africa-based startups and founders.


Business Management

Consulting

Overview


This course is based on the open learning resource philosophy. We have carefully selected online accessible you, in order to widen and deepen your understanding and knowledge on the topic of entrepreneurship. Especially concepts and textbooks on entrepreneurship, making them authentically accessible for you. During our online lectures and - from time to time - reading suggested scientific papers at home.

Organizers




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