

WU Vienna Entrepreneurship Center

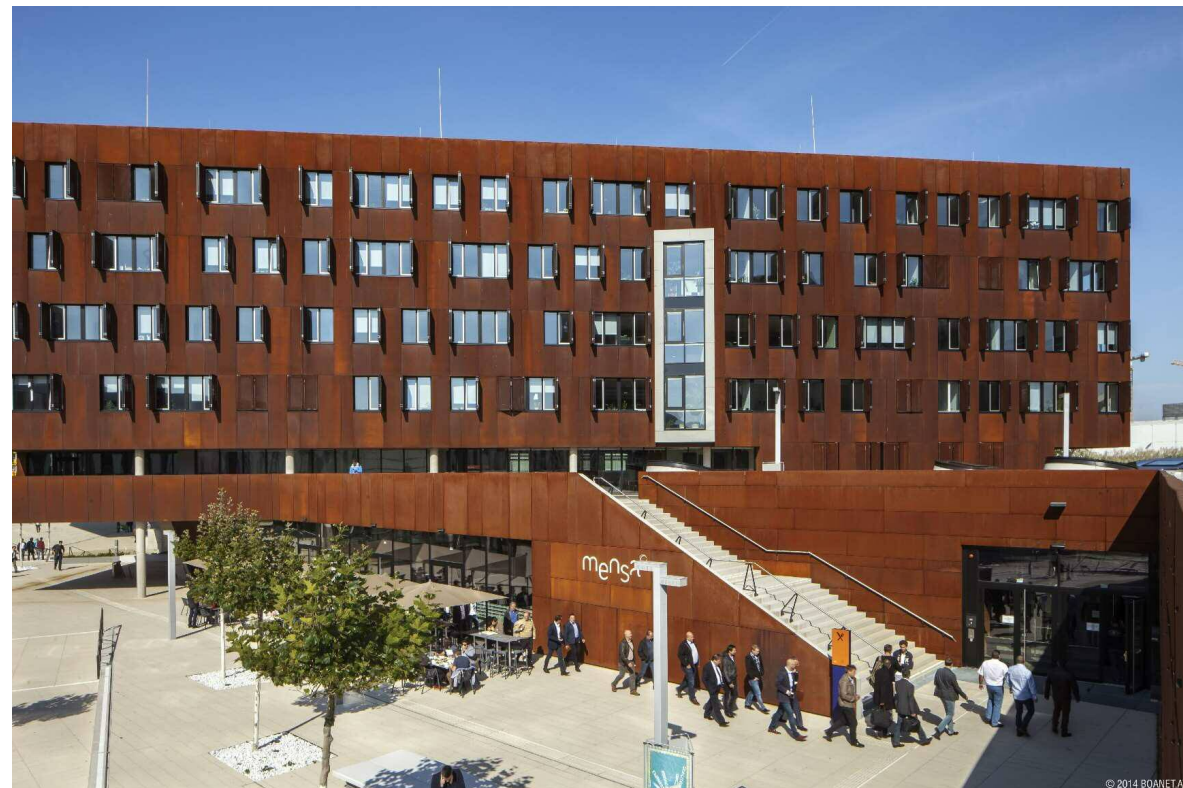
WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

Rudolf Dömötör



Facts & Figures

- 21,000 students (28% international)
- one of EU's largest educational institution for business, economics, business law, social sciences
- 4,300 first year students
- 3,400 graduates p.a. (85 doctoral degrees)
- 1,600 academic staff
- 240 international partner universities
- triple crown accreditation (EQUIS, AACSB, and AMBA)
- <http://wu.ac.at>



Entrepreneurship @WU Vienna

- WU founded in 1898

- Entrepreneurship...?



- First Entrepreneurship Chair in 2001: Nik Franke



Entrepreneurship @WU Vienna

- WU founded in 1898
- Entrepreneurship...?
- First Entrepreneurship Chair in 2001: Nik Franke
- Headwind in the beginning (“No one needs such an institute at WU, better keep a low profile.”)
- Today: one of the most successful academic units of WU Vienna
 - 3,500+ alumni
 - 850+ innovation projects with industry
 - 250+ startups by alumni



Institute for Entrepreneurship & Innovation

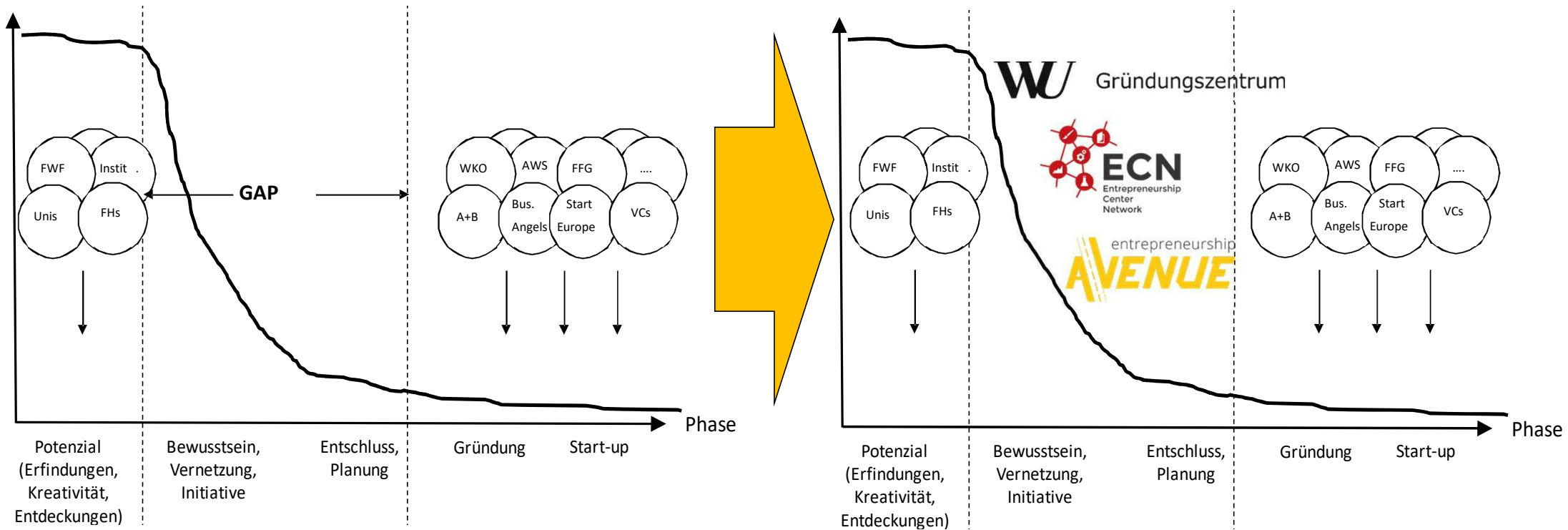
- DNA:
 - Innovation = Technology & Economy
 - Bridging Theory & Practice
- Method:
 - Real application projects in courses
 - Openness & networking
- Intake: 80 students per semester...



Students and entrepreneurship

330.000
vs.
2%

The Gap

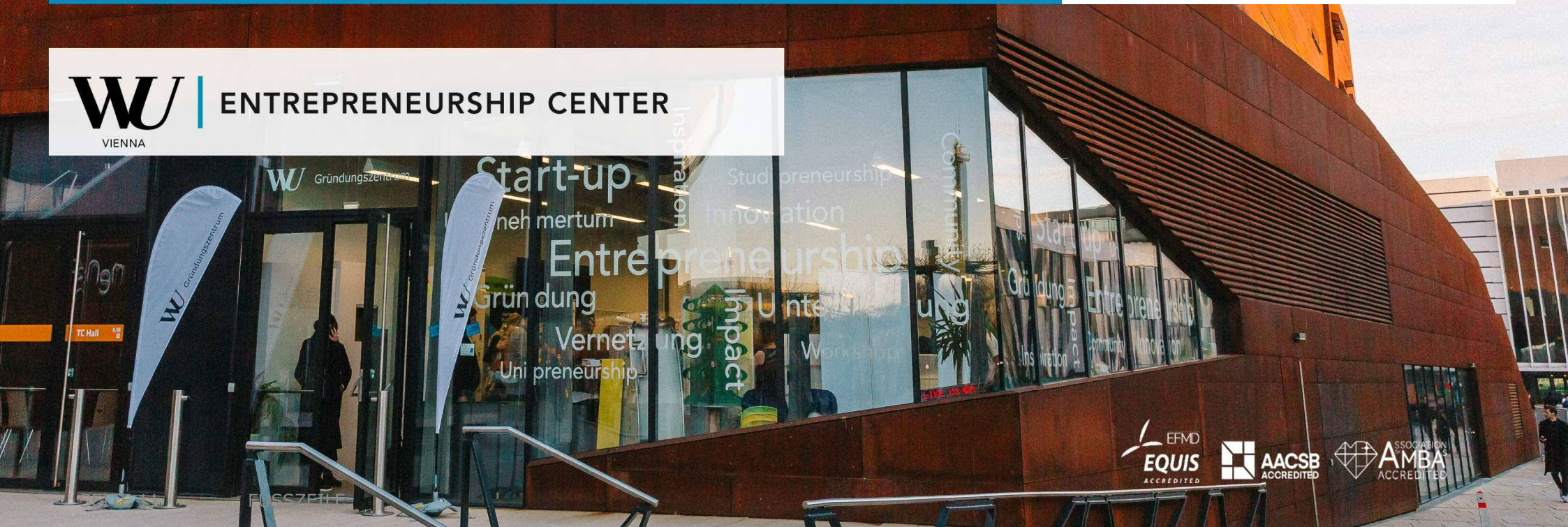


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WU | ENTREPRENEURSHIP CENTER
VIENNA



EFMD
EQUIS
ACCREDITED

AACSB
ACCREDITED

ASSOCIATION
AMBA
ACCREDITED

WU Entrepreneurship Center

- Established in June **2015**
- Competence Center
- Mission:
 - raising awareness of entrepreneurship as a viable career path
 - providing (very) early stage support

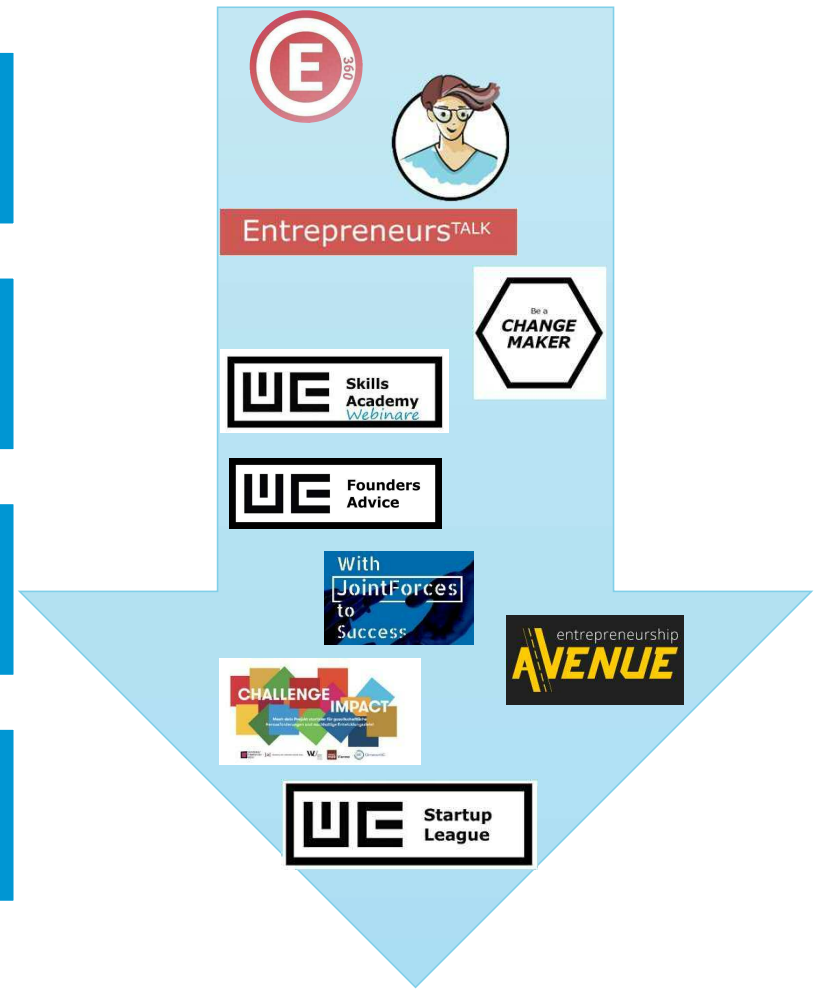
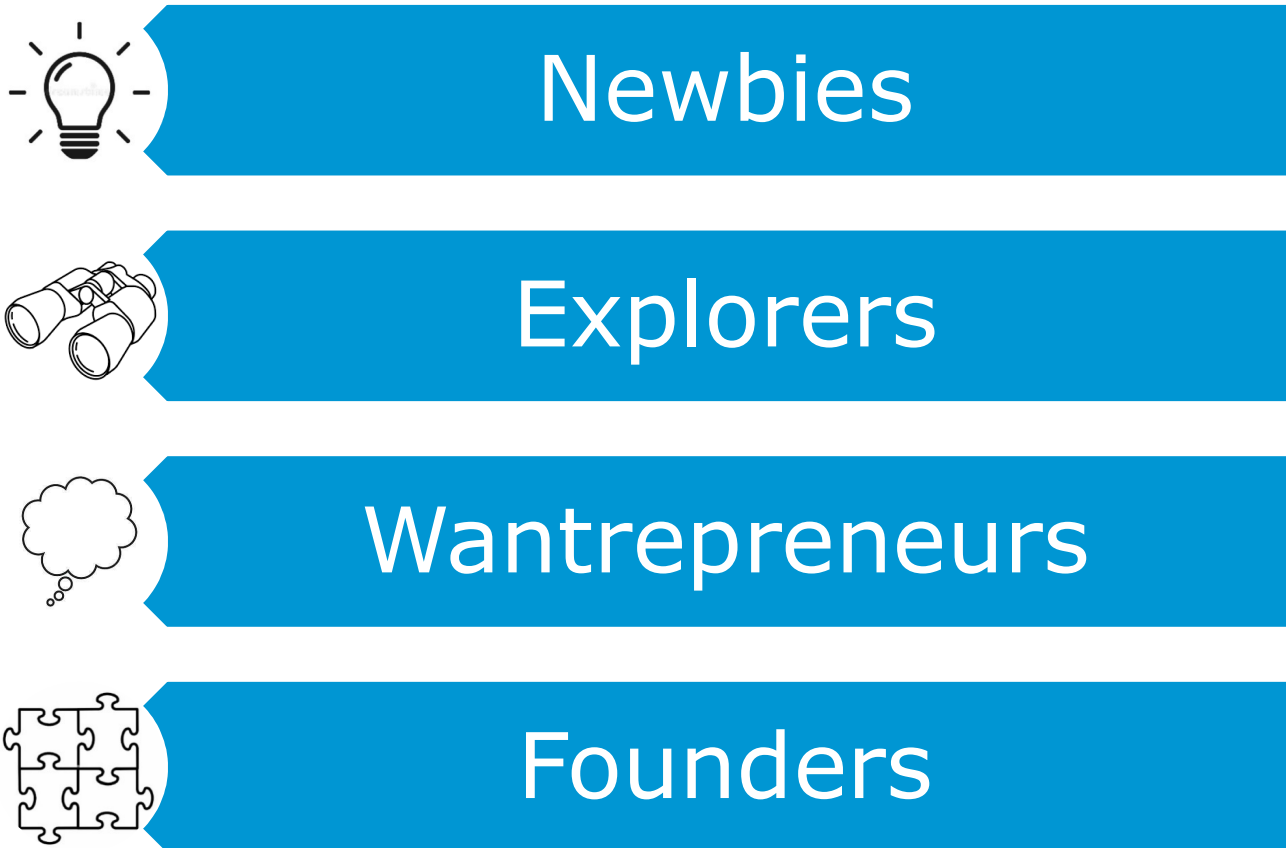
Our offering

Inspire – Inform – Support – Connect

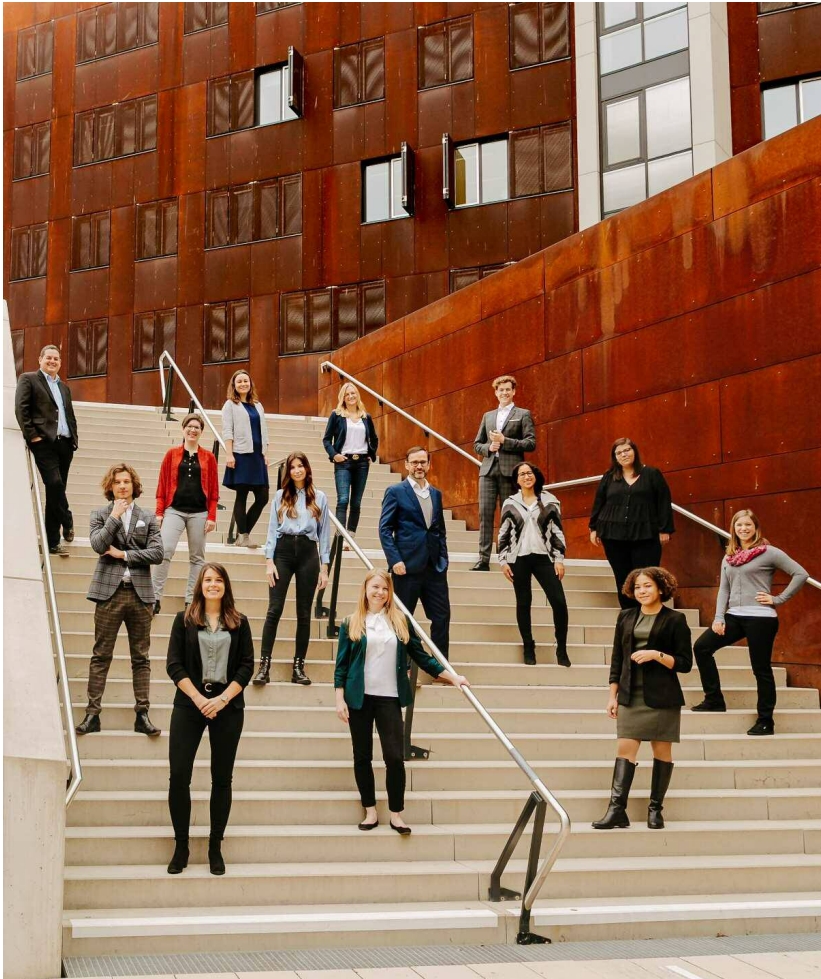
- Consulting & advice
- Workshops & know-how
- Events for networking, pitching, inspiration
- Programs



Target groups <> activities



Our Team



Facts & Figures

Since opening of space in December 2015:

30,000 participants in events

5,500 Facebook likes

3,500 newsletter subscribers

2,500 Instagram followers

800 events

500 start-up consultations



Impressions



Our programs

Entrepreneurship 360°



Newbies

- Semester Kick-off
- Highlight different views (360°)
- Inspirational speakers
- Current topics
- Entrepreneurship as a career perspective, personal development, etc.
- ~400 participants in Oct 2021



Entrepreneurs Talks



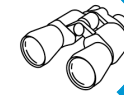
Newbies

- Inspiration from real-life entrepreneurs
- Founders share their experience and provide tips

 Entrepreneurs^{TALK}



Changemaker Program

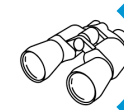


Explorers

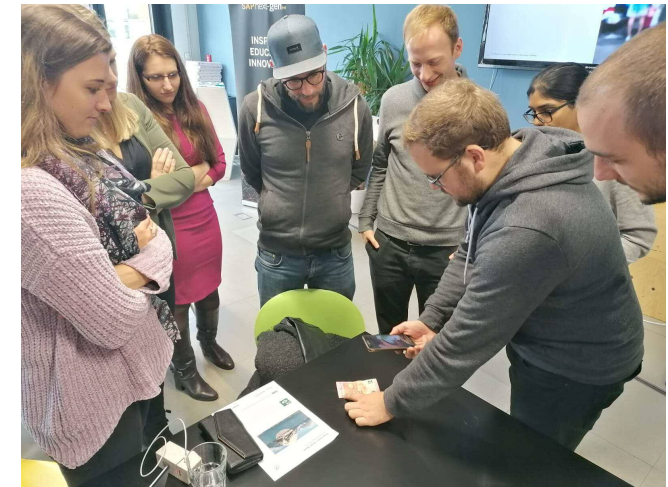


- Entrepreneurship Education Program (free elective)
- Claim: “every WU student an entrepreneur”
- Three phases:
 - Online training modules
 - Skills trainings
 - Impact project (entrepreneurship trainings in primary schools)





- We teach entrepreneurial skills through interactive learning in workshops with startup experts and company partners.
- 22 workshops
- 400 participants in 2020/21



Founders Advice



Wantrepreneurs

- Personal feedback and consulting sessions with EC team and experts
- 26 consultations
- 10 external experts involved
- > 80 consulting hours p.a.



Joint Forces



Wantrepreneurs

- WU meets TU meets BOKU
- Support from community
- Feedback
- Attract co-founders, employees, mentors



Entrepreneurship Avenue



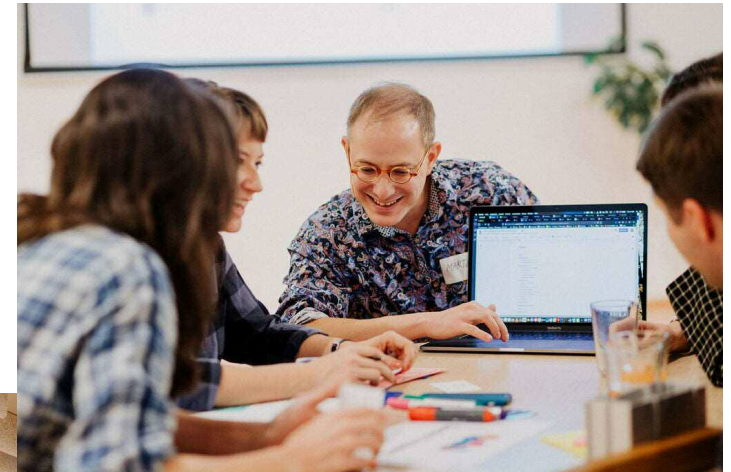
- **Europe's largest student-focused entrepreneurship event series** (since 2014)
- Designed to **inspire, encourage and support young people** to start their own business
- **Free and extracurricular** set of workshops between April and June
- Problem-based learning approach
- Numerous experienced practitioners & mentors to support young founders.

Facts & figures:

1500+ participants
from 60+ universities all over Europe
5 workshops + 1 full-day conference
50+ students startup teams
50+ mentors
40+ speakers
20+ student volunteers



- Transfer HUB: focuses on contemporary social challenges and the UN Sustainable Development Goals



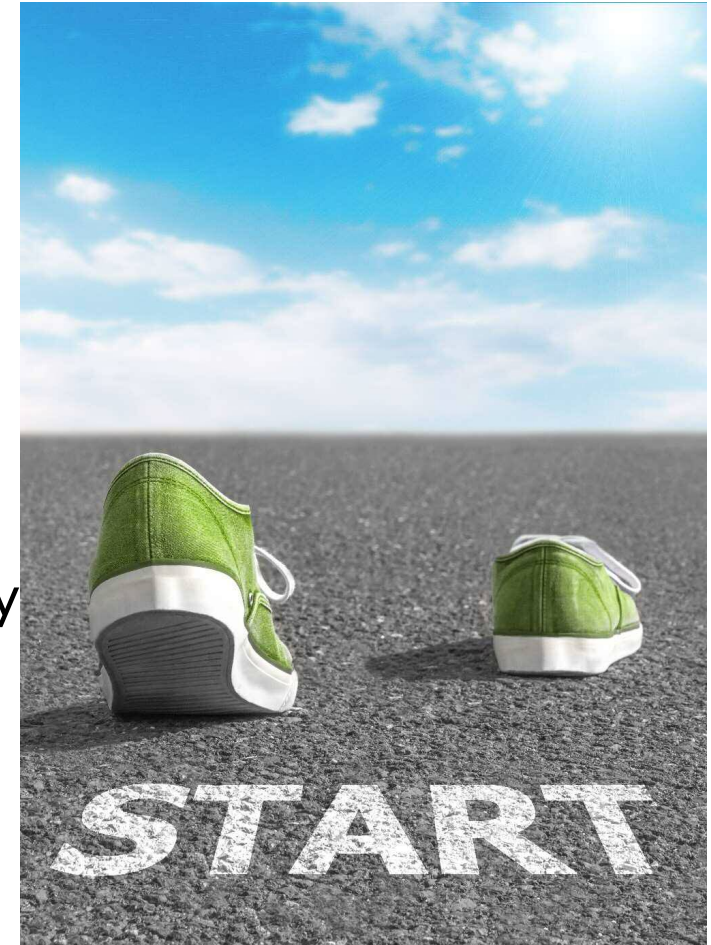
Startup League



Founders



- Individual mentoring program for startup teams
- Designed to support startups and projects on their entrepreneurial journey
- Offer: Consultations, workshops, co-working space, mentoring, selected experts & visibility through various media channels



Cross-University Collaboration

Entrepreneurship Center Network (ECN)

- Initiated by WU Vienna in 2013 together with 5 other Viennese universities
- Cross-disciplinary platform
- 2021: 25 Austrian universities part of the network

ECN's mission:

- Promoting and supporting unipreneurship
- Connecting different disciplines



ECN's goal:

- Sustainably increase the number of start-ups out of universities

Entrepreneurship Center Network (ECN)

- For universities:
 - Exchange, best practices, think tank
 - Quarterly meetings of partner universities (entrepreneurship centers, chairs & TTOs)
 - Annual conference
- For students:
 - Inspiration, resources & co-founder platform
 - Entrepreneurship Avenue



In a nutshell

- Focus on **very early stage** (awareness & entrepreneurial mindset)
 - low-entry barrier
 - interfaces towards ecosystem for further support of projects
- **Inter-disciplinarity is queen** → cross-university collaboration
- It's a **numbers game** → providing a platform of opportunities to students (playground)

Get in touch



■ wu.ac.at/gruenden



■ gruenden@wu.ac.at



■ [WUGruendungszentrum](https://www.facebook.com/WUGruendungszentrum)



■ [wu_gruendungszentrum](https://www.instagram.com/wu_gruendungszentrum)



Get in touch



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ECONOMICS AND BUSINESS

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