

Introduction Applied Economics

Elective „Applied Economics“
SoSe 2025

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Hochschule
für nachhaltige Entwicklung
Eberswalde



schedual

Date	part module	begin	end
31.03.2025	Introduction	09:15	14:00
07.04.2025	Founding	09:15	14:00
14.04.2025	Founding	09:15	14:00
28.04.2025	Founding	09:15	14:00
05.05.2025	Founding/Management	09:15	14:00
26.05.2025	Management	09:15	14:00
02.06.2025	Management	09:15	14:00
23.06.2025	Management	09:15	14:00
30.06.2025	Management	09:15	14:00

Introduction



Tom Ragna Wera Steffen
Dannic Christian
Pia Maria Justus

Examination

In teams of 2, each team will create an episode of a podcast on the topic “From garage to Unicorn”.

Length of the podcast episode: 3 to max. 5 minutes.

We will develop and distribute the individual topics in the coming weeks.

The final presentation still depends on the examination board. Either we present in front of everyone and there is the opportunity to ask questions, or there is an oral examination in the teams of two who have created the podcast together.

Choose your priorities!

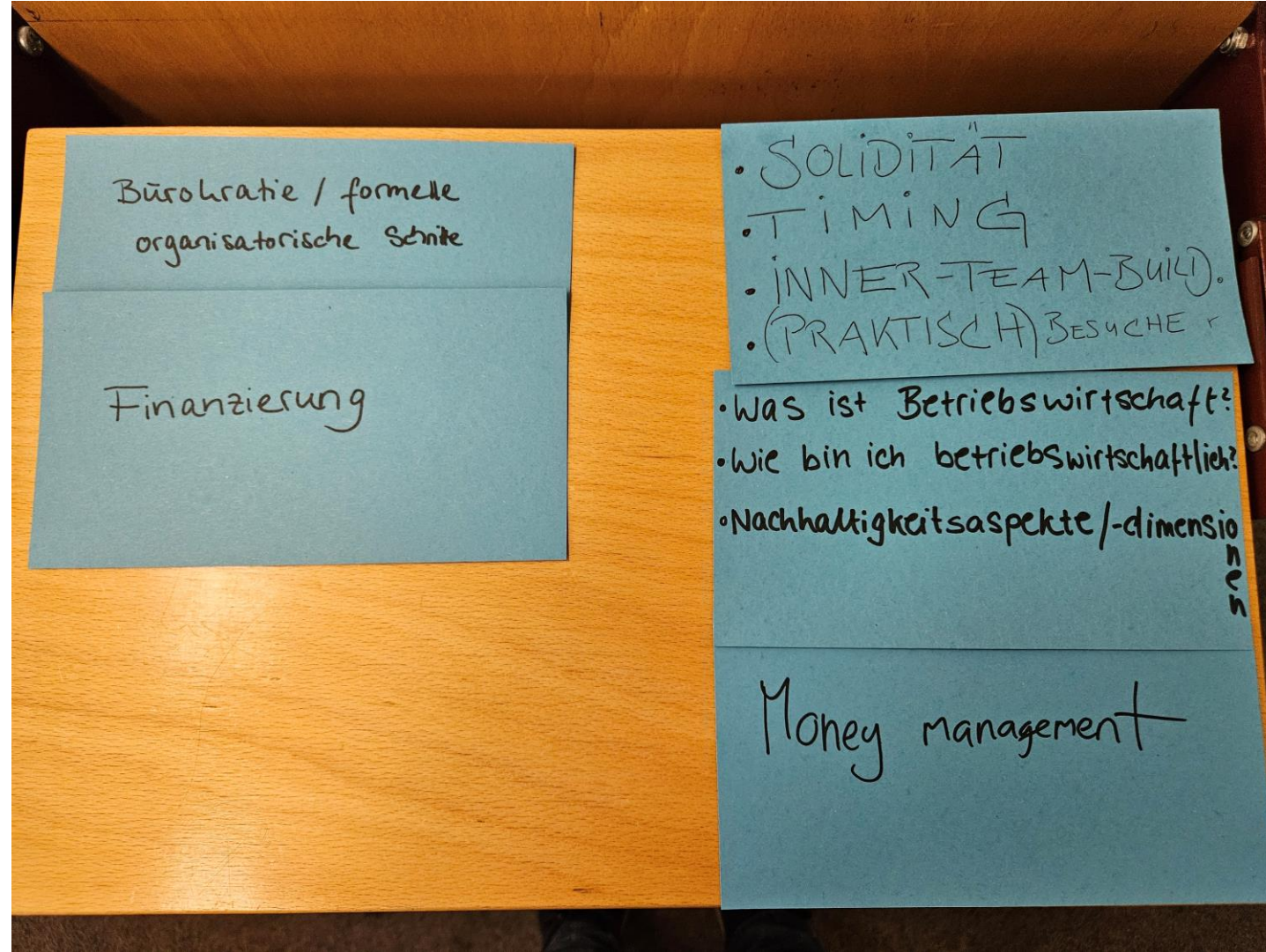


Expectations and fears

Topics

Expectations

Fears



Roter Faden

- Moodle nutzen
- GfK + Diskussionen
- Check In / Check Out
- Praxis beispiele

- TEAM-MENTAL.
- AUGENHÖHE
- KOMPLEXITÄT
- RAUM FÜR SCHWÄCHEN

No experience



Basic knowlege

Roter Faden fehlt

- JGNORANZ
- AUSGRENZUNG
-

True Fruits GmbH – the road to success

<https://true-fruits.com/>

Am Beispiel True Fruits

- ### Erfolgsfaktoren Startup
- * 1. auf dem Markt
 - * unique selling point (USP)
 - * Nutzen von Angeboten (Businessplanwettbewerb, Designstudentin, Hochschule..)
 - * Ausgleichen von Schwächen (Kernteam 3 Personen)
 - * Vision war da auch gegen Widerstände
 - * Aneignung von Branchenwissen
 - * Businessplan

How do you define a startup?

„junge, noch nicht etablierte Unternehmen, die zur Verwirklichung einer innovativen Geschäftsidee (häufig in den Bereichen Electronic Business, Kommunikationstechnologie oder Life Sciences) mit geringem Startkapital gegründet werden und i.d.R. sehr früh zur Ausweitung ihrer Geschäfte und Stärkung ihrer Kapitalbasis entweder auf den Erhalt von Venture-Capital bzw. Seed Capital (evtl. auch durch Business Angels) angewiesen sind. Aufgrund der Aufnahme externer Gelder wie Venture-Capital ist das Unternehmen auf einen Exit angewiesen, im Zuge dessen die Kapitalgeber ihre Investments realisieren.“

<https://wirtschaftslexikon.gabler.de/definition/start-unternehmen-42136/version-265490>

Hochschule für nachhaltige Entwicklung Eberswalde (HNEE)

Success factors of startups

https://youtu.be/bNpx7gpSqby?si=OpwC_8lOhYkzcvHr

<https://www.deutsche-startups.de/2021/06/14/startups-unicorn-code/>

Lifecycle of Startups

https://www.researchgate.net/publication/309810631_The_start-up_lifecycle_an_interpretative_framework_proposal

Resources and actors of Start-ups development model				
Stages	Ideation	Intention	Start-up	Expansion
Definition	Potential idea generation	Entrepreneurial intention readiness, opportunity validation, and pre-start-up activities	New venture creation	Consolidation, scalability and self-sustainability
Required resources and capabilities (organizational level)	Technical resources and entrepreneurial culture	Financial, technical and managerial resources	Financial, technical, physical and managerial resources	Financial, technological, physical and managerial resources
Key factors (individual start-upper level)	Creativity, Intuition, prior experience	Entrepreneurial and risk-taking orientation, self-confidence, motivation	Entrepreneurial and risk-taking orientation, self-confidence, leadership	Leadership, coordination ability, strategic orientation
Key Activities	Discovering idea Market opportunity intuition Resources needs and availability	Market opportunity validation Engagement/commitment Team building Resource searching/validation	Business planning Product and commercial development, Searching for additional funding resources	Massive customer acquisition, back-end scalability improvements, new personnel and first executive hiring, internationalization
Milestones	Idea viability	Prototype	1st invoice	Scale-up
Ecosystem's actors (mainly)	Higher education systems, Governor and local agencies (entrepreneurial culture developers)	Higher education systems, Start-ups initiatives, Family, Friends, Business Angels, Fablab, Business centres, TTO, Incubators	Incubators, Accelerators, co-working spaces, crowdfunding platforms, Venture capitalists, partners (suppliers, customers, SMEs, large firms, start-ups)	Accelerators, venture capitalists, partners (suppliers, customers, SMEs, large firms, start-ups)

Lifecycle of Startups

- Pre-Seed Stage
- Seed Stage
- Early Stage
- Growth Stage
- Later Stage

Entrepreneurship

<https://youtu.be/pC5l5j2u9SQ?si=myji7QpySW2z0L9>
6

What are the characteristics of entrepreneurs?

Forest Future Initiative – Startupförderung

<https://www.futureforest.de/>

<https://youtu.be/VXTlHOhfk0I?si=9s-lptt4EsE1yTtJ>

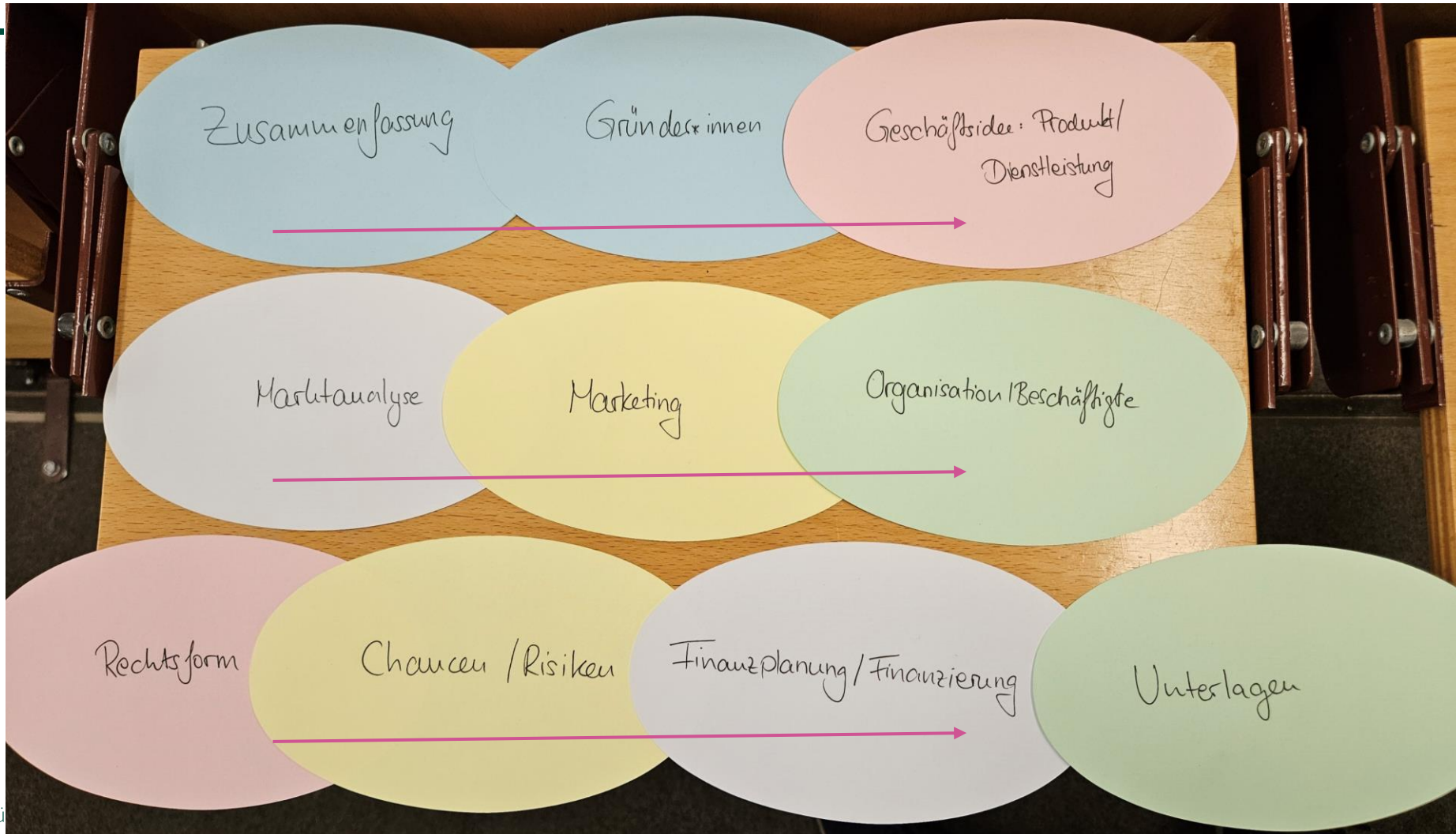
business planning process

Podcast

Businessplan:

- Aussagekräftig, klar gegliedert, verständlich, überzeugend
- Informationen zu Gründer*innen, Marktanalyse, Marketing, Organisation, Rechtsform und Finanzierung
- Regelmäßiger Abgleich

Abschnitte und mögliche Reihenfolge Businessplan



Next lecture

14.04.2025 -> online

Have a nice day and a wonderful week!