**Invitation - Entrepreneurship Talk - Inside Academic Startups**

In our upcoming Entrepreneurship Talk, L3S will provide an insight into academic startups:

**When:** Friday, 29 May 2015
14:00 - 16:00 h

**Where:** Forschungszentrum L3S/L3S Research Center, Appelstraße 9a, 15th floor, Multi Media Room

Researchers at LUH's Institute of Economic and Cultural Geography collected data of academic startups founded by former students and alumni of the universities of Hanover and Goettingen. They examined the reason for starting a business after university and how the companies performed over the years etc.

As a practical example we will take a closer look at Praemadatum GmbH, a consulting firm for the protection and implementation of data privacy. It was founded in 2008 by Peter Leppelt, at that time postgraduate at the Leibniz Universität Hannover, and has grown to 28 members of staff until today. Like many IT startups praemadatum tries new forms of work organization, but hardly any company is more democratically structured than Praemadatum. How does it work?

**Agenda:**

Prof. Dr. Rolf Sternberg, Dr. Nora Hesse, Department of Economic Geography

**Academic Entrepreneurs: Intentions, Motivations and Types**

Moritz Rahlfs, praemadatum GmbH

**Freedom vs. Anarchy - Balancing Profit and the Pursuit of Happiness**

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