Idea to Market: hannoverimpuls and Janus Consultants at L3S Entrepreneurship Talk

Christof Starke from hannoverimpuls and Tosan Teetzmann from Janus Consultants were speakers at the fifth Entrepreneurship Talk at L3S

hannoverimpuls is the business development company of the Hannover region. The services range from startup consulting, providing infrastructure to arranging workshops, events and startup competitions. Christof Starke, head of the startup support department "Gründerwerkstatt", introduced modern startup tools and methods like Business Model Canvas and Lean Startup. Too many startups spend a very long time developing a product without asking prospective customers what they think about it. After months or even years, they present a perfect product that eventually nobody wants to buy. The startup fails. Lean Startup is a system for developing a business or product in the most efficient way to reduce the risk of failure. The aim is to build capital-efficient companies by making them more responsive to consumer demand and subsequently reducing time and resources.

Furthermore, Starke presented the business model canvas (BMC) as an appropriate tool for developing a startup. BMC is a diagram of how a company creates value for itself and its customers.

hannoverimpuls will organize a LEANLAB-Startup weekend from 20th to 22th November 2015 where participants can develop their own business model, improve and finally pitch it.

Tosan Teetzmann gave the second talk of the event. As a member of Janus Consultants, a junior enterprise at Leibniz Universität Hannover and Hochschule Hannover, he explained their mission to apply current scientific knowledge from multidisciplinary fields to companies and public institutions. Currently, 94 students are members of Janus – mostly students of economics and industrial engineering but also from economic computer science, social science and mechanical engineering. Janus Consultants offer a wide range of services carried out by interdisciplinary project teams. Janus also benefits from strong networks and partners.