**Announcement: Next Entrepreneurship Talk by Prof. Dr. Reza Asghari - Wealth Generation Through University Startups**

When: Friday, 17 July 2015, 14:00 - 15:30 h

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

**Prof. Dr. Reza Asghari**, Chair in Entrepreneurship at the Technical University of Braunschweig, will talk about

**Wealth Generation Through University Startups**

**Entrepreneurial Mind-Set, Business Models and Entrepreneurship Governance**

In the knowledge-driven economy, wealth generation is dependent on the commercialization of research results. University start-ups initiate the innovations and carry them through the economy. Innovation cycles get shorter and new products and services are offered by knowledge-based spin-offs. They characterize the process of “creative destruction”. Innovative business models, entrepreneurship governance and access to venture capital are determining factors for successful university start-ups.

For more information please contact:

L3S Research Center Susanne Oetzmann
E-Mail: oetzmann@l3s.de