Going New Ways: L3S Students and scientists developed business models for a better Mensa

L3S graduates and scientists took the chance to broaden their skills and competences towards entrepreneurial thinking in the Entrepreneurship Workshop “Going New Ways” on 16 and 17 June 2015. Instructor Andreas Voss showed interesting examples of business model innovations, ranging from start-ups to the Fortune 500 companies. The participants learnt to apply new forms of promoting creative ideas and developing business models. Using the university canteen, the Mensa, as an example, the two teams developed ideas with the Design Thinking method. Being focused on how to solve issues that the customers are confronted with, the ideas were based on interviews that the participants did with customers at the Mensa to get to know their wishes and requirements. Finally, the participants built business models with the Business Model Canvas for a new and better Mensa experience.

With these kind of courses, L3S will foster a culture of innovation and entrepreneurship to meet the challenge of turning research results into innovative and marketable products and services.