



Become a Startup Founder in Your  
Inclusive Company Now!

# INTRAPRENEURSHIP FORGE

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- Startups from Within the Company -



Do you have a groundbreaking idea but aren't sure how to bring it to life? Our workshop is your chance to make that idea a reality! In a dynamic, hands-on environment, you'll work with experts and like-minded colleagues to develop your own startup concept. We actively welcome and support diverse teams to leverage the benefits of varied perspectives. Sign up now and take the first step towards your career as a Corporate Entrepreneur!

# WHAT TO EXPECT



Development of Business Models & Market Strategies



Hands-On Concept Development and Prototyping



Intensive Idea Generation and Evaluation



Presentation and Expert Feedback

**Discover your potential as an intrapreneur in our intensive workshop! In just one day, you'll learn how to transform your innovative ideas into successful startup concepts—all within your company. We actively promote diversity and inclusion to create an environment where diverse ideas and perspectives can thrive.**

## Workshop Objectives:

- ▶ Development of Entrepreneurial Mindsets and Skills
- ▶ Identification and Refinement of Innovative Business Ideas
- ▶ Learning Methods for Implementing Startup Concepts
- ▶ Promotion of an Intrapreneurship Culture within the Company

## Addressed to:

- ▶ Innovation Managers
- ▶ HR Managers/Recruiters
- ▶ Project Managers and Team Leaders

# WORKSHOP CONTENT

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## DAY ONE:

### Introduction and Idea Generation

**Session 1:** Welcome and Objectives

**Session 2:** Fundamentals of Corporate Entrepreneurship

**Session 3:** Business Strategy & Market Analysis

**Session 4:** Idea Generation

**Session 5:** Idea Evaluation and Selection

**Session 6:** Concept Development

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## DAY TWO:

### Prototyping & Implementation

**Session 7:** Prototyping and MVP Development

**Session 8:** Business Model Development

**Session 9:** Market Entry Strategy

**Session 10:** Financial Planning and Resources

**Session 11:** Presentation & Feedback

**Session 12:** Conclusion and Next Steps



# ABOUT SPOTLIGHT!



Spotlight! is a diverse community committed to creating a more inclusive European tech landscape. We bring together entrepreneurs from various backgrounds and collaboratively shape the innovations of tomorrow.

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References: WFBB, MTH Potsdam, Secunet

**Sign up now and start your journey!**