



Entrepreneurship Avenue 2017 Press Kit

Entrepreneurship Avenue is Europe's largest student-focused startup event series. Designed to inspire, encourage and support young people to join the startup scene, Avenue connects students with renowned founders, investors and mentors. Over the course of five LABs and a final conference, participants will gain valuable insight into the world of entrepreneurship.

During the LABs, students from various disciplines are empowered to find ideas and co-founders, turn ideas into business models, and receive first-hand coaching from experienced founders and mentors.

The highlight of Entrepreneurship Avenue is the Conference, which features a spectacular mix of elements, including prominent keynote speakers, panel discussions, interactive workshops, specialized breakout sessions, as well as a Startup Fair and a Job Chat.

The LAB-Series kicks off on March 30 at WU, with four more sessions at other universities in Vienna until the Conference, which takes place on May 12 at WU.

The event is organized by the SIMConnect Master students association and the Entrepreneurship Center Network. For more information about the organizers please take a look at the last two pages.

Quick Facts about Last Year's Event

- 1000+ participants from TU, WU, BOKU, MED & others
- 4 LABs, 1 conference, 1 pitch competition
- 40+ teams, 10 pitches, 1 prize
- 150+ speakers, partner-representatives, investors & mentors

Entrepreneurship Avenue LAB Series - Experience Entrepreneurship



LAB

- #1 - Kickoff: March 30 @ WU
- #2 - Idea Presentation & Teambuilding: April 4 @ TU
- #3 - Mentoring: April 26 @ BOKU
- #4 - Pitch Workshop: May 3 @ Angewandte
- #5 - Pitch Pre-Selection: May 8 @ WU

In advance to the great Conference the LAB-Series is taking place. The Entrepreneurship Avenue LAB-Series is designed for all students who are interested in learning how to create, develop and pitch a business idea.

LAB #1 is the first event of the Entrepreneurship Avenue. The evening consists of basic keynotes about entrepreneurship, panel discussions with startup-founders and get-to-know games. After the official part there is time for networking.

In LAB #2 participants get the chance to pitch their business idea in order to find a team. After the pitches there is plenty of time to get further information, so that all participants can find their favorite idea and team. From LAB #2 on teams work on their ideas.

As mentioned, there is a considerable number of mentors participating in the Entrepreneurship Avenue helping the teams to make their business model perfect. In LAB #3 they meet the teams for the first time. The teams pitch their already developed business ideas and receive feedback from the mentors

As it gets closer to the Conference Pitch Contest, LAB #4 is all about the perfect pitch. After a keynote from a pitch and presentation expert, the teams will go to separate rooms with pitch-mentors to train their presentations.

In LAB #5 the pre-selection of the teams, which are allowed to take part at the Conference's Pitch Contest, takes place. All Teams pitch in front of a jury that decides who of them is going to have a chance to win great prizes at the Conference.

EA CONFERENCE – Meet Entrepreneurs and Dive into the Startup Scene



CONFERENCE

May 12th, 2017 @ WU (Vienna University of Business & Economics)

Entrepreneurship Avenue's grand finale, the Conference, connects students from different academic backgrounds, who are interested in learning more about the startup scene, with experienced entrepreneurs. Renowned founders and investors from various industries come together to inspire, help and motivate students to join the startup scene. They will share their experiences and insights through keynotes, panel discussions, breakout sessions and networking events. Moreover, the Startup Fair and Job Chat provide a platform for connecting students and startups through exciting job opportunities. The program concludes with the Pitch Competition at which LAB-teams (explanation below) can pitch their business ideas in front of an expert jury. Finally, celebrate all of your hard work and that brand new job you got at the after show party!

For detailed information about program and to register (participation is free for all events), please visit our website: www.avenue.wien



The Organizers

SIMConnect - The student organization of WU's SIMC master program

SIMConnect aims to build the community around the MSc in Strategy, Innovation & Management Control and connects its students with the program's alumni, faculty and external partners. The organization offers a wide variety of activities and services, such as the organization of workshops, speeches and trainings with corporate partners, as well as the hosting of social events for the active student and alumni communities. Furthermore, SIMConnect represents the students' voice to the faculty to co-create an outstanding master program.

www.simc.at

ECN - The Entrepreneurship Center Network

The ECN is an inter-university platform aimed at raising awareness of entrepreneurship among students. The ECN connects students from different universities and disciplines and provides them with startup related know-how and useful tools. The mission is to sustainably increase the number of startups out of universities. Member universities are: Akademie der bildenden Künste, BOKU, Meduni, TU, Vetmed Uni and WU (Vienna University of Business and Economics).

www.ecnetwork.at