

From PhD to Innovator Day 1



An initiative of:



**FALLING
WALLS
FOUNDATION**

With funding from the:



THIS PROGRAMME IS SUPPORTED BY:



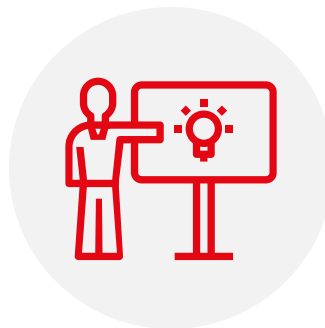
WELCOME



Workshop setting



YES



Coaches



Partner

Young Entrepreneurs in Science



- opens up new career perspectives for young researchers
- part of the Falling Walls Foundation
- enabled by Federal Ministry of Education and Research



WELCOME FROM OUR UNIVERSITY PARTNERS





Introducing **K1-Startup Service**

from Friedrich Schiller University Jena

— When to visit K1-Startup Service...

Engaging with a start-up service isn't just about launching a company, it's also about:

- Gaining valuable **entrepreneurial skills**
- Finding opportunities to **collaborate with real start-ups** – internships, projects, student jobs
- Test and validate **your ideas** in a low-risk, supportive environment
- Grow your **network** – including founders, mentors, investors, and like-minded students
- Turn your **thesis** or **research** into real-world impact
- Explore future job opportunities

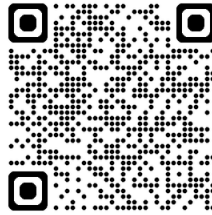


Our Services

- **English-Friendly Workshops & Coaching:**
all key events are offered in English
- **Personalized Guidance:**
our advisors offer multilingual, tailored support
- **Individual Mentoring:**
match with experienced entrepreneurs and alumni networks
- **Funding & Infrastructure Support:**
guidance on grants, free coworking space
- **Network Access:**
introductions to industry partners, investors etc.

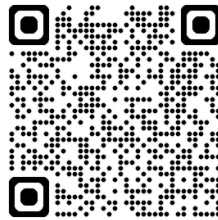


Upcoming Workshops



Career Canvas

Date & Time: 5 November 2025, 09:00–17:00
(Johannisstraße 13, Auditorium “Zur Rosen”)

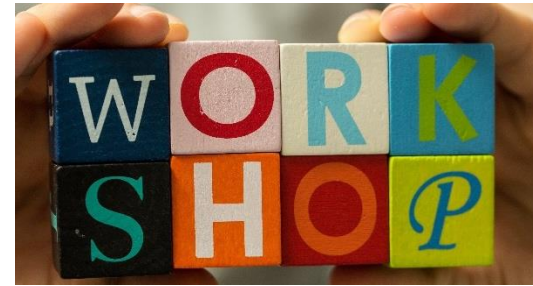


Your Entrepreneurial Career – Session

Date & Time: 13 November 2025,
2 - 4 pm (online)

Next Steps & How to Get Involved

1. Register for the Workshops:
see QR-Codes
2. Join our Networking Events:
sign up for an event or our peer meetups
3. Schedule a 1:1 Consultation:
tailored feedback on your startup idea
4. Follow Us Online:
K1-Gründungsservice on the University website and
our Instagram and LinkedIn accounts



Contact



gruendungsservice@uni-jena.de



+49 3641 94021-20/-21



Kahlaische Str. 1 (1st floor)
07745 Jena



K1-Startup Service

<https://uni-jena.de/gruendungsservice>

International Startup Office

<https://internationalstartupcampus.com>



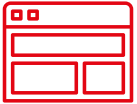
WELCOME FROM OUR YES COACH



Your learning materials



- **Download link:** You will receive a download link for the handout and your certificate within 3–5 days after the workshop



- **Template:** Blank templates will be included



- **Photos:** If you want to document your results, please take photos after getting consent from you team

Workshop programme



Day 1

Morning

Entrepreneurship

Intro to
Entrepreneurship
The Entrepreneurial
Mindset
Startup Success
and Failure
Your Innovation Skills

Afternoon

Meet the Role Models

Q&A with Role
Models
Intro into Design
Thinking

Day 2

Morning

Design Thinking

Understand &
Observe: User
Research
Define: Persona and
How Might We

Afternoon

Design Thinking

Ideation and
Brainstorming
Prototyping & Testing
Presentations

Today's agenda



Morning

- Check-in & Coffee Break
- Intro to Entrepreneurship
- Entrepreneurial Mindset
- Startup Success & Failure
- Your Innovation Skills

Afternoon

- Q&A with Role Models
- Intro into Design Thinking
- Check-out

WHO IS HERE?



**It's coffee
o'clock!**



Learning goals

- Getting to know the concept of entre- and intrapreneurship
- Reflecting on your own potential entrepreneurial journey
- Exchange with and learn from young entrepreneurs

ENTREPRENEURSHIP



What is entrepreneurship?

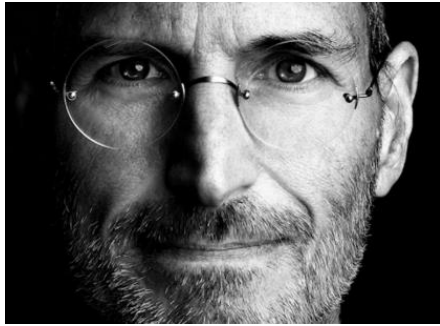


Skill in starting new businesses, especially when this involves seeing new opportunities.

Cambridge Dictionary

Types of entrepreneurship

Example 1
**Start-up founder, Serial
Entrepreneur**



Steve Jobs

Apple, NeXT, Pixar

Example 2
**Founder and Serial
Entrepreneur**



Oprah Winfrey

Harpo Productions,
OWN, O Magazine

Example 3
Social Entrepreneurs



Dr. Anja Bittner

„Was hab ich?“

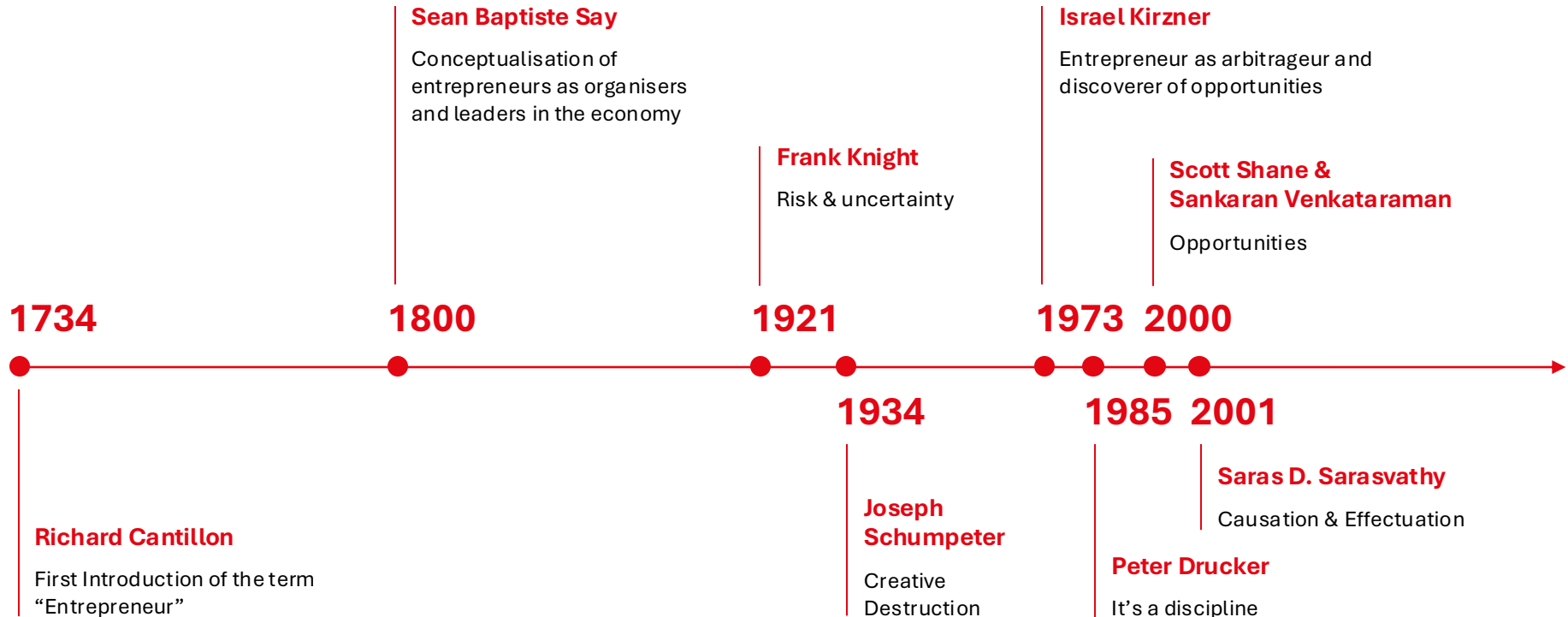
Example 4
**SME's, Hidden Champions
Mittelstand, Family Businesses**



**August, Franz, Theo
& Bernhard Claas**

CLAAS

History of entrepreneurship theory



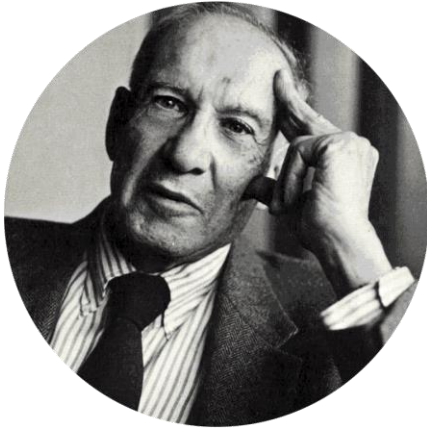
Creative destruction



“The function of entrepreneurs is to reform or revolutionize the pattern of production by exploiting an invention or, more generally, an untried technological possibility for producing a new commodity or producing an old one in a new way, by opening up a new source of supply of materials or a new outlet for products, by reorganizing an industry and so on.”

Joseph Schumpeter

It's a discipline!



“It’s not magic, it’s not mysterious; and it has nothing to do with genes. It’s a discipline and, like any other, it can be learned.”

Peter Drucker

Drucker, P. 1985. *Innovation and Entrepreneurship*. New York: Harper & Row and Kuratko, D. F., 2005. The emergence of entrepreneurship education: Development, trends, and challenges. *Entrepreneurship Theory and Practice* 29, 5, p. 580

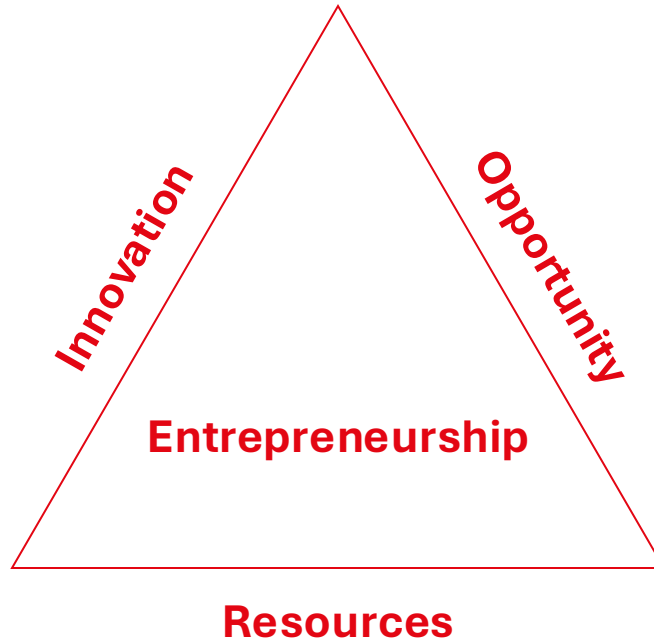
It's about opportunities!



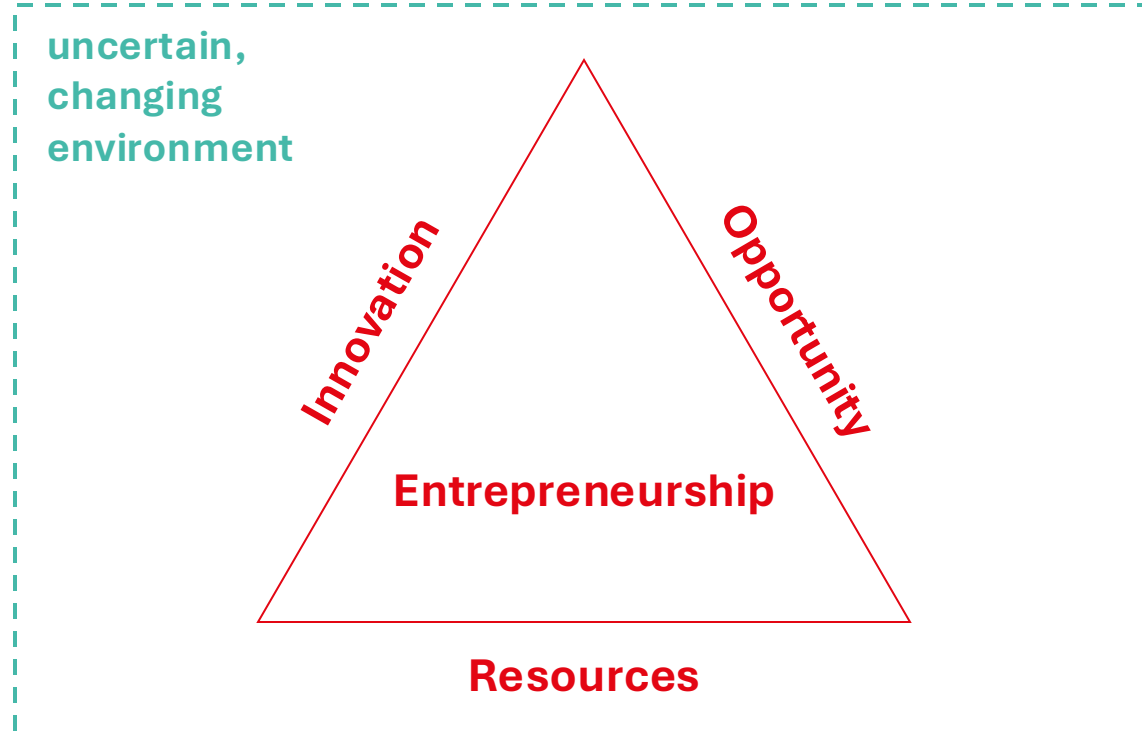
“... we define the field of entrepreneurship as the scholarly examination of how, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated, and exploited.”

Sankaran Venkataraman

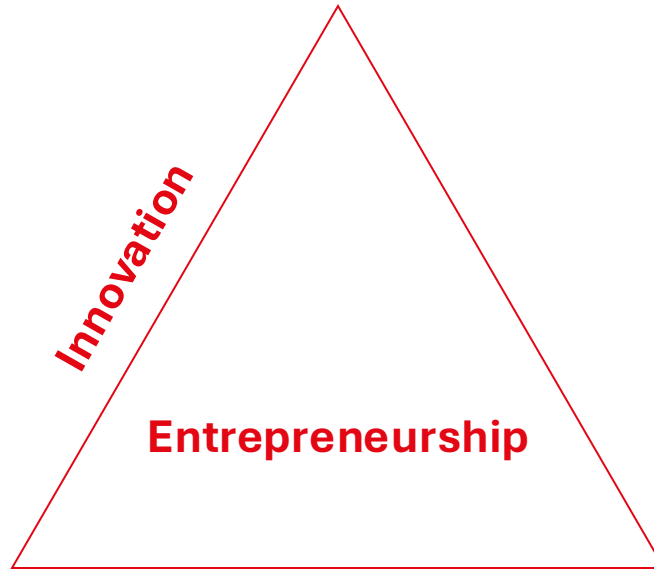
Components of entrepreneurship



Components of entrepreneurship



Components of entrepreneurship



Innovation

Many views on entrepreneurship incorporate the idea that entrepreneuring is about the “**creation of something new**”



Invention



Innovation



Imitation

Innovation

Any thought, behavior or thing that is new because it is qualitatively different from existing forms

BARNETT, H. G. Innovation, 1953. The Basis of Cultural Change. New York: McGraw-Hill Book Company, p. 7

An idea, practice or object that is perceived as new

ROGERS, E. M. (1983). Diffusion of innovations. Third edition. New York. Free Press, p. 11

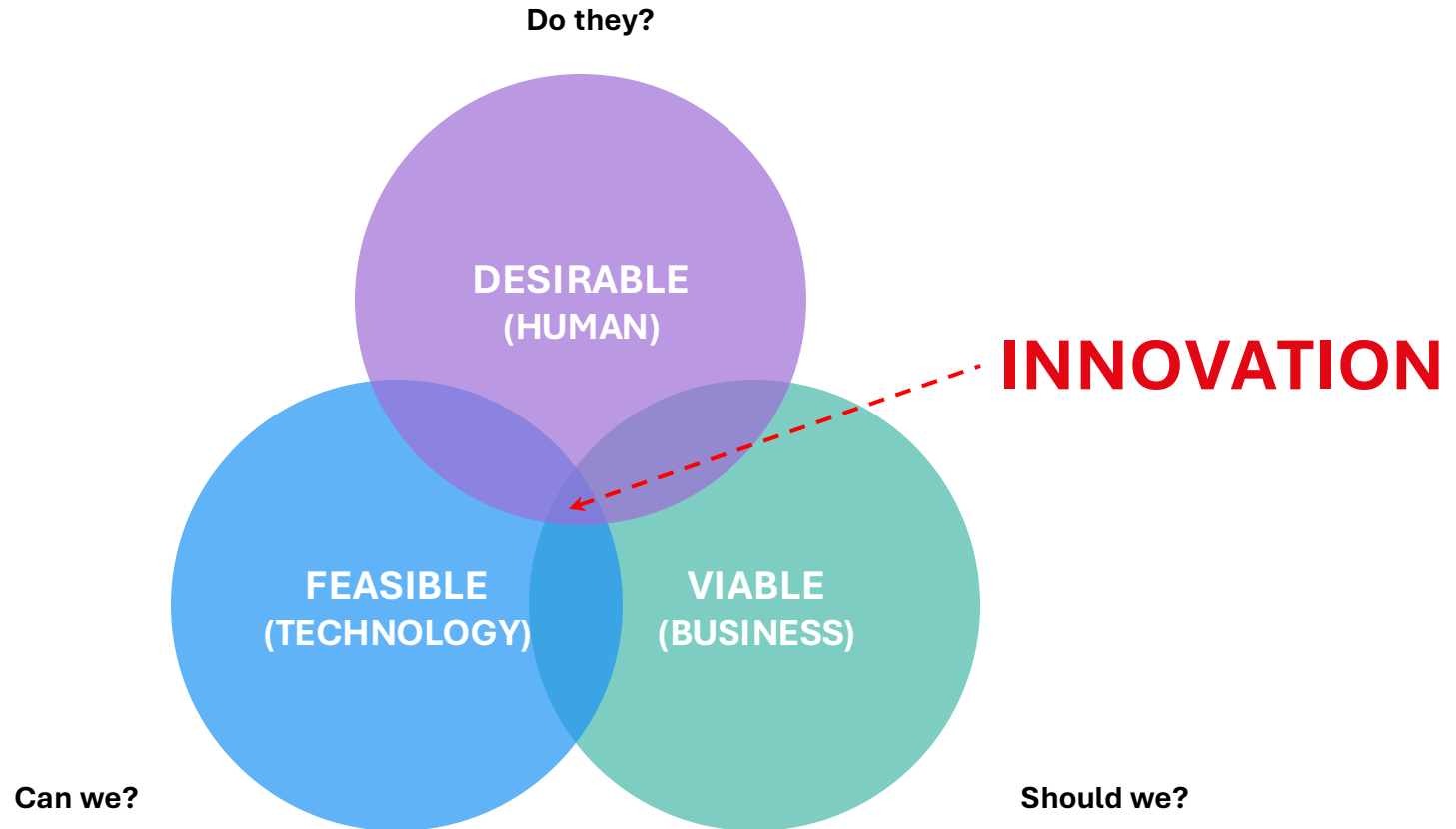
Invention + exploitation

E.B. ROBERTS. (1988). "Managing invention and innovation," Research-technology management, Jan-Feb, p. 13

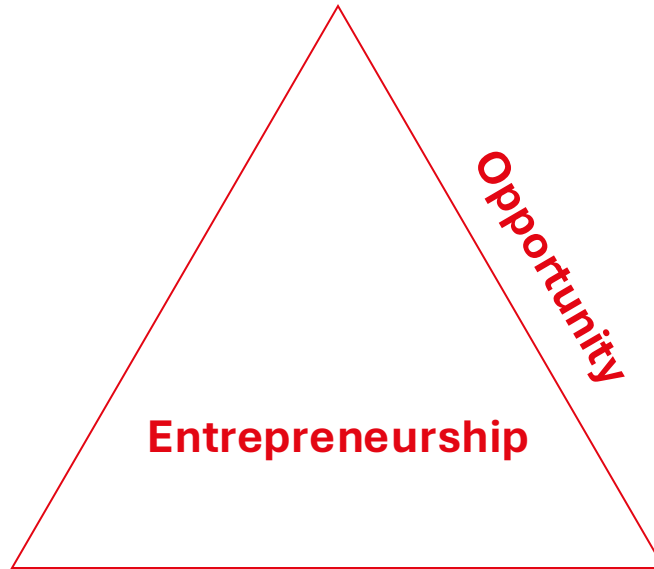
The synthesis of a market need with the means to achieve and produce a product to meet that need

MOORE, W.L., TUSHMAN, M.L. (1982). Managing Innovation over the Product Life Cycle, in: TUSHMAN, M.L., MOORE, W.L. (Hrsg.): Readings in the Management of Innovation. Boston, p. 132.

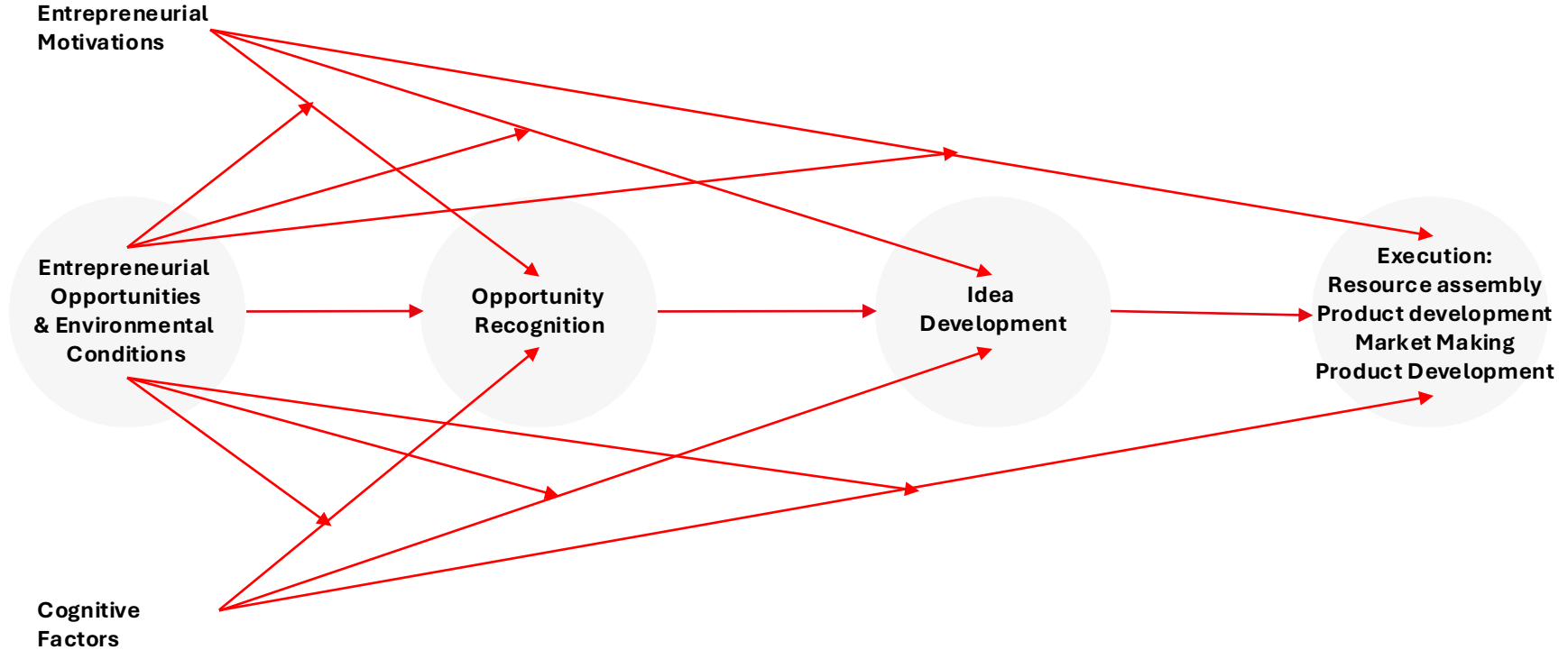
Innovation



Components of entrepreneurship



Opportunity



Opportunity

People can become entrepreneurially active for **completely different reasons**.

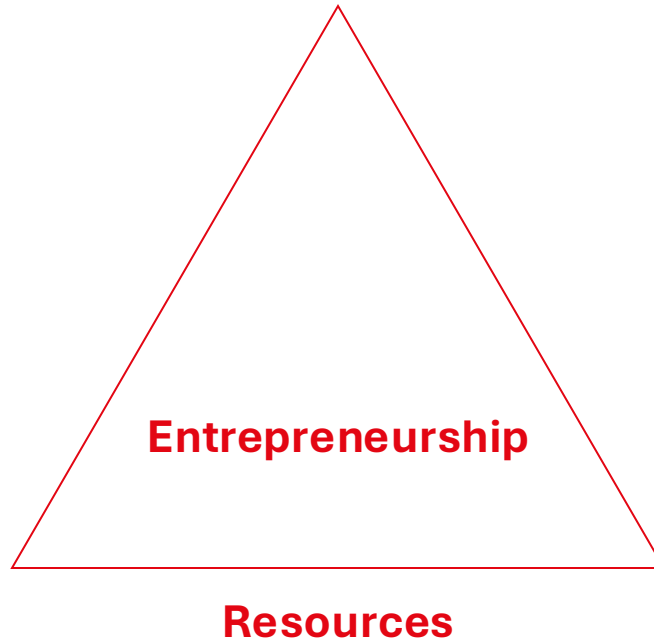


Opportunity-based activity



Necessity-based activity

Components of entrepreneurship



Resources



Founder/Team

Organisation

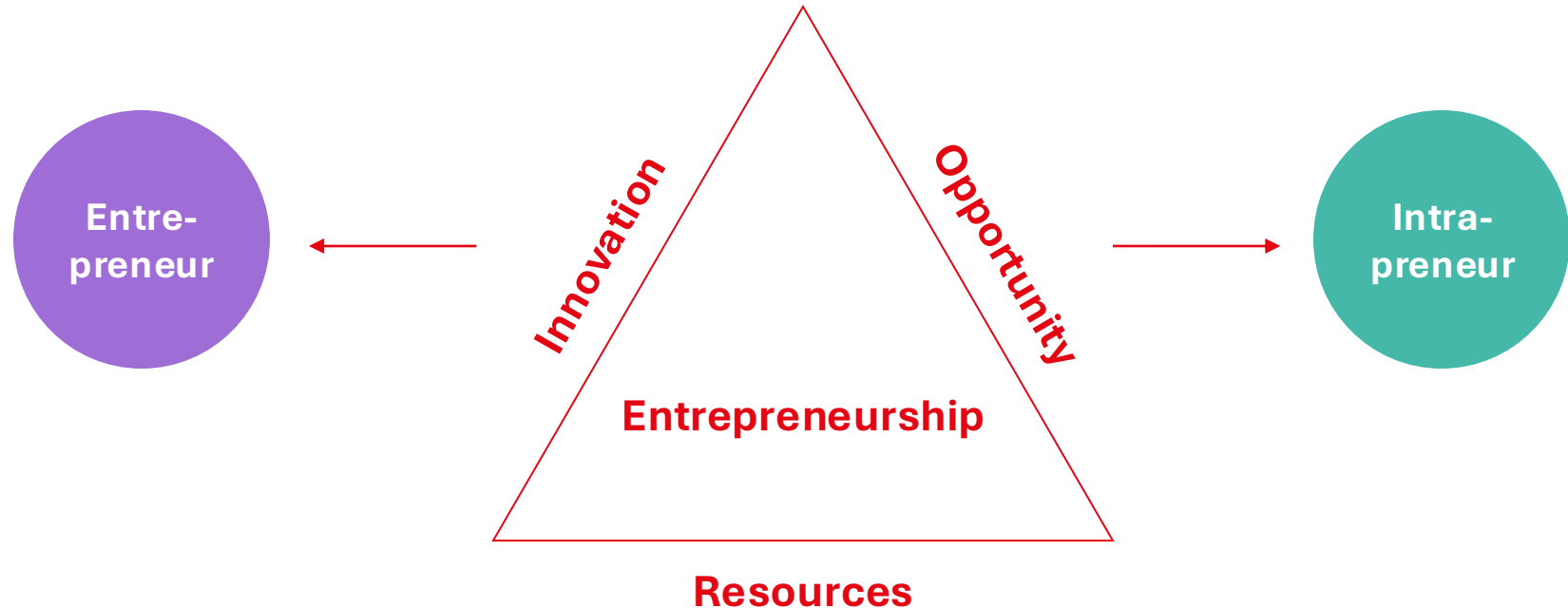


Network

Financials



Components of entrepreneurship



What is intrapreneurship?



**The willingness or ability of people within a large company
to take direct responsibility for turning ideas
into profitable new products, services, businesses, etc.**

Cambridge Dictionary

It's about the mindset



Entrepreneurship & Intrapreneurship:
Different environments, same mindset

ENTREPRENEURIAL PROCESS



Desire



START

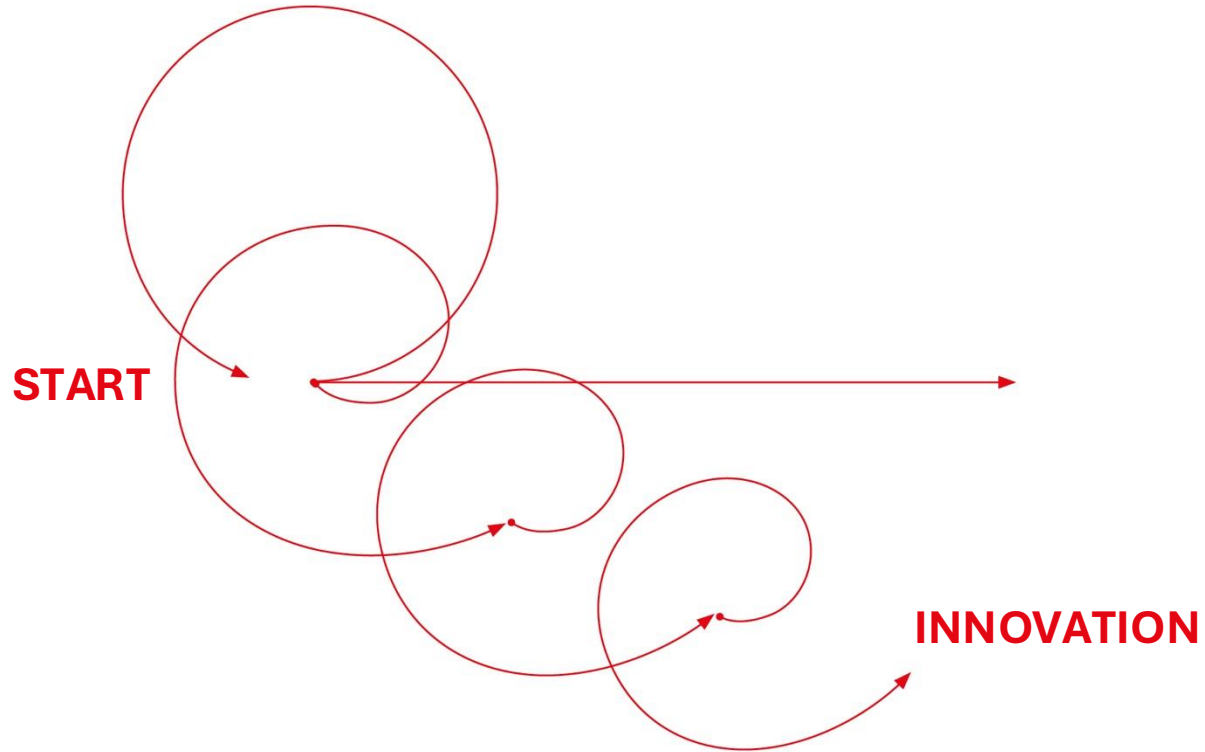


INNOVATION

Reality



Iteration





Failure as part of the process...

In reality, failure is the normal case!

- the vast majority of startups fail
- Study results vary between **60% and 90%**

Reasons for failure



42%

No market need



29%

Ran out of cash



23%

Not the right team

The journey of Milena Glimbovski



Fail early and often... in a supportive context



**Guarantees
psychological safety**



**Rewards risks and
trying new things**



**Doesn't punish
mistakes**



**Creates a culture
without blame**

YOUR INNOVATION SKILLS

MARKETING

Let's discuss ...



What makes an entrepreneur?

Entrepreneurial skillset

PRODUCT-RELATED SKILLS

- Your expert knowledge!
- All the skills you need in order to build and produce your product
- ...



Entrepreneurial skillset

BUSINESS-RELATED SKILLS

- **Business modelling**
- **Managing cash flow**
- **Sales experience**
- **Growth skills**
- **Organising things (getting stuff done)**
- **...**



Entrepreneurial skillset

COMMUNICATION-RELATED SKILLS

- **Selling the vision**
- **Networking**
- **Critical thinking**
- **Team building**
- ...



Learn constantly



**“Be open to constructive criticism:
listen carefully and don’t get defensive about it. There is
nothing more important than feedback
on your lifelong learning journey.”**

Slim Chiha

Co-Founder of PROSION

& Young Entrepreneurs in Science Alumnus

Build networks



“For somebody who wants to become an entrepreneur, it is crucial to be proactive in order to build up a network outside your lab.”

Nadine Diersch

Researcher-Entrepreneur at DZNE Magdeburg
& Young Entrepreneurs in Science Alumna

Work on what you love



**“I get to do something I truly love,
and I get paid to do that. There’s
nothing that’s more compelling to me.”**

Asmelash Teka Hagdu

Co-Founder of Lesan
& Young Entrepreneurs in Science Alumnus

As an entrepreneur ...

- You can make decisions on your own
- You can choose the team you are working with
- You can create a positive working culture for your team and your partners
- You learn constantly
- You can work on something you love

My entrepreneurial skillset



My entrepreneurial skillset

SOLOWORK: FROM PHD TO INNOVATOR

MY ENTREPRENEURIAL SKILLSET

Imagine if you were to start your own business tomorrow.
Please, fill in the skills you already possess, the skills
you would need, and what you have to do to develop any
missing skills for each category.

20 min

SKILLS I ALREADY HAVE...

Product

Business

Communication

SKILLS I NEED...

Product

Business

Communication

I CAN DEVELOP THOSE MISSING SKILLS BY...

Product

Business

Communication

How it works ...



Solo work



**Imagine that you were to
start your own business
tomorrow ...**



20 minutes

What skills do you already
have?

What skills do you still need?

How could you develop those
missing skills?

Share & discuss



How it works ...



Small teams



**Pair up in teams of two
or three and discuss
with your group:**



20 minutes

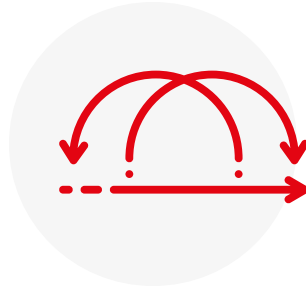
Strengths and skills you want
to work on

How could you combine your
strengths to found a
company?

Key elements of an entrepreneurial mindset



Human-centred



Iterative approach



Early prototyping



Teamwork

Wrapping up ...



**What insight/learning
do you take away from this morning?**

NEXT UP ...



YOUNG ENTREPRENEURS IN SCIENCE

INTRODUCTION AND PERSONALITY COMPETENCES

FOUNDATION

Lunch Break



MEET OUR ROLE MODELS



Workshop programme



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Design Thinking

Understand &
Observe: User
Research
Define: Persona and
How Might We

Afternoon

Design Thinking

Ideation and
Brainstorming
Prototyping & Testing
Presentations

DESIGN THINKING

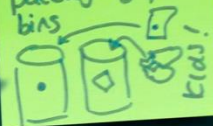
How might we show
... of
... food
... time consuming

Bio-degradable
take
out
packaging

INFO APP
-APPWAY
-PRODUCT
-POSTAL USE
-PACKAGE

How might we
make trash organization
in the house
easier & more fun?

color-coding
system on
packaging
bins



How might we
make trash organization
recycling
look nicely & be
hygienic?

bio-waste



Bins
with
Motivation
quote

WASTE
LIFT



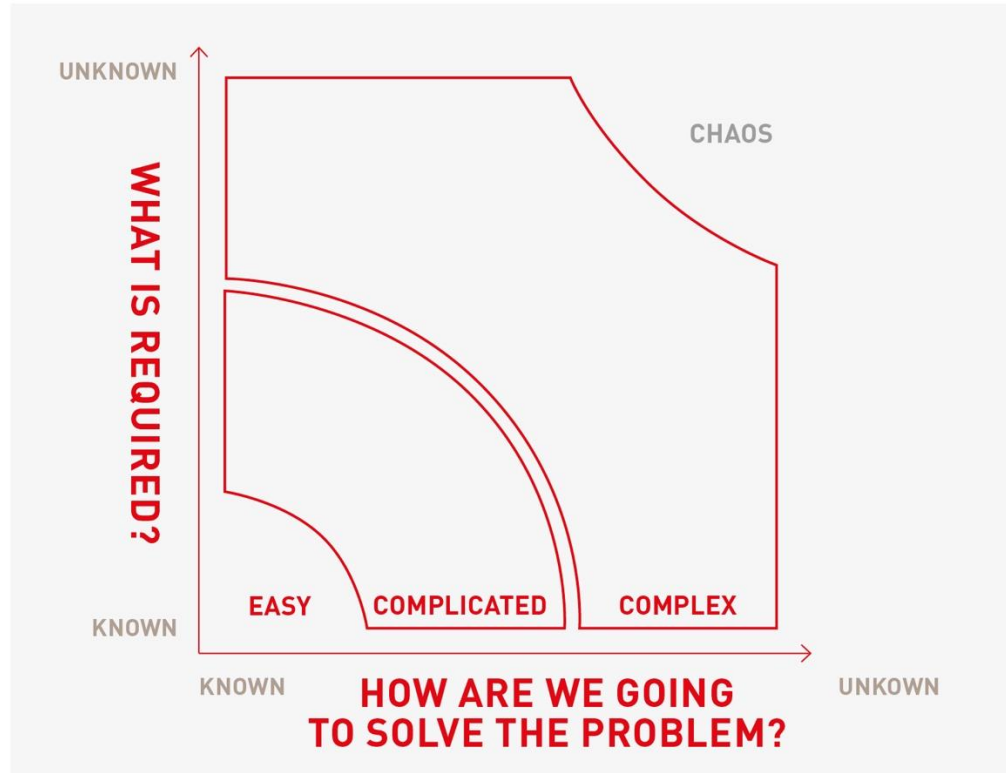
bin system
that is
movable, has
a nice design

Learning Goals

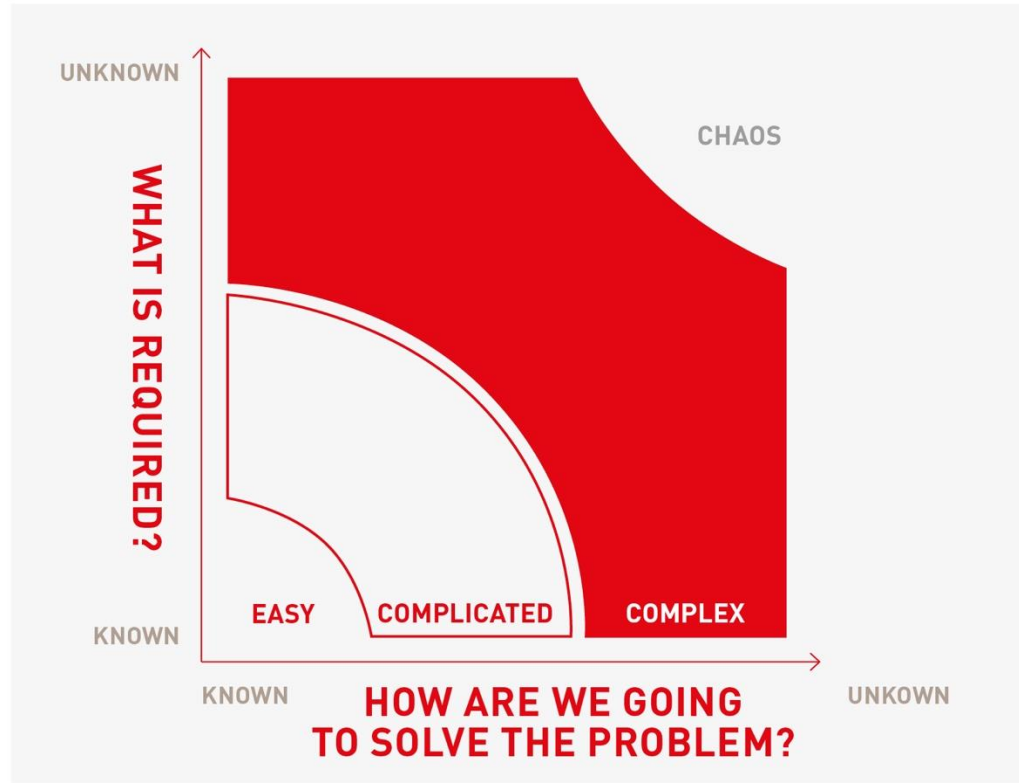


- Introduction to the Design Thinking approach
- Interdisciplinary and agile teamwork
- Changing perspectives & build empathy

Work in Iterations



Work in Iterations



Work in Iterations



Design-Thinking



Lean Startup

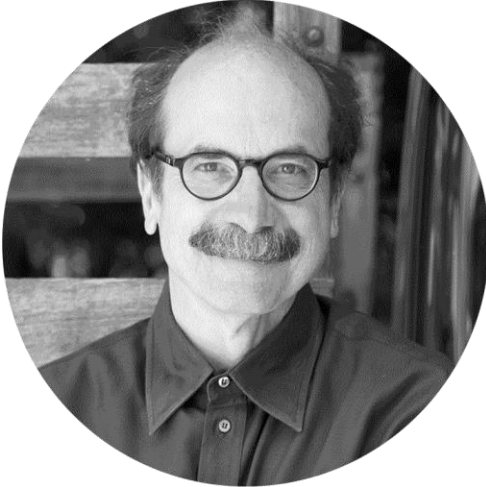


SCRUM

What is Design Thinking?

- Design Thinking ≠ Design
- Is a holistic innovation approach
- Is a work mode & mindset
- Puts the human and their needs in center
- Is based on three components: process, team, space
- Works as a catalyst for innovation culture

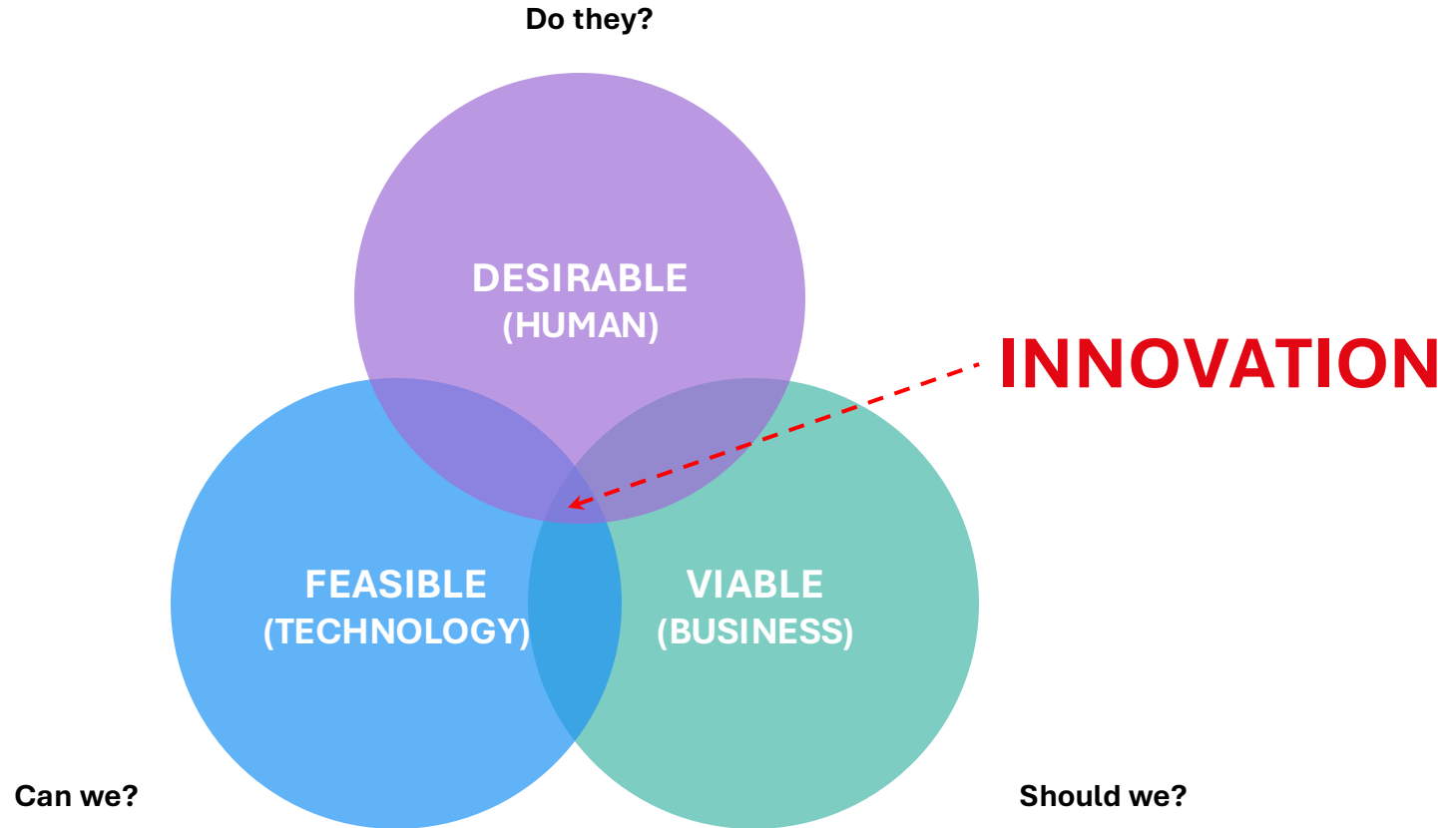
Design Thinking pioneer



DAVID KELLY

- Pioneer and name giver of the innovation approach Design Thinking
- Engineer, 2nd degree in product design
- Founder of the design studio IDEO
- Lecturer at Stanford University

Innovation



**Design Thinking
needs space ...**



Design Thinking guidelines

1. Timeboxing



Design Thinking guidelines

2. Build on the ideas of others



Design Thinking guidelines

3. Defer judgement



Design Thinking guidelines

4. Listen actively



Design Thinking guidelines

5. Stay on topic



Design Thinking guidelines

6. Fail early and often



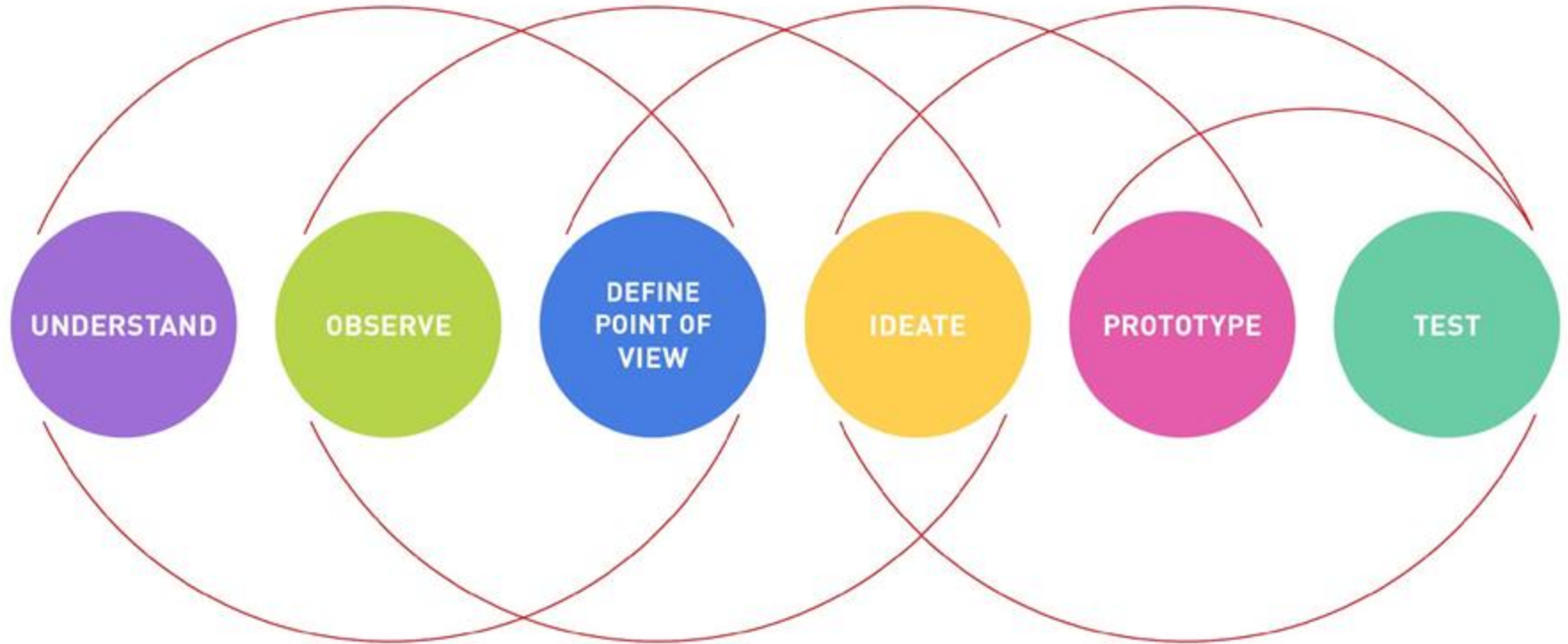
**Design Thinking
needs a team ...**



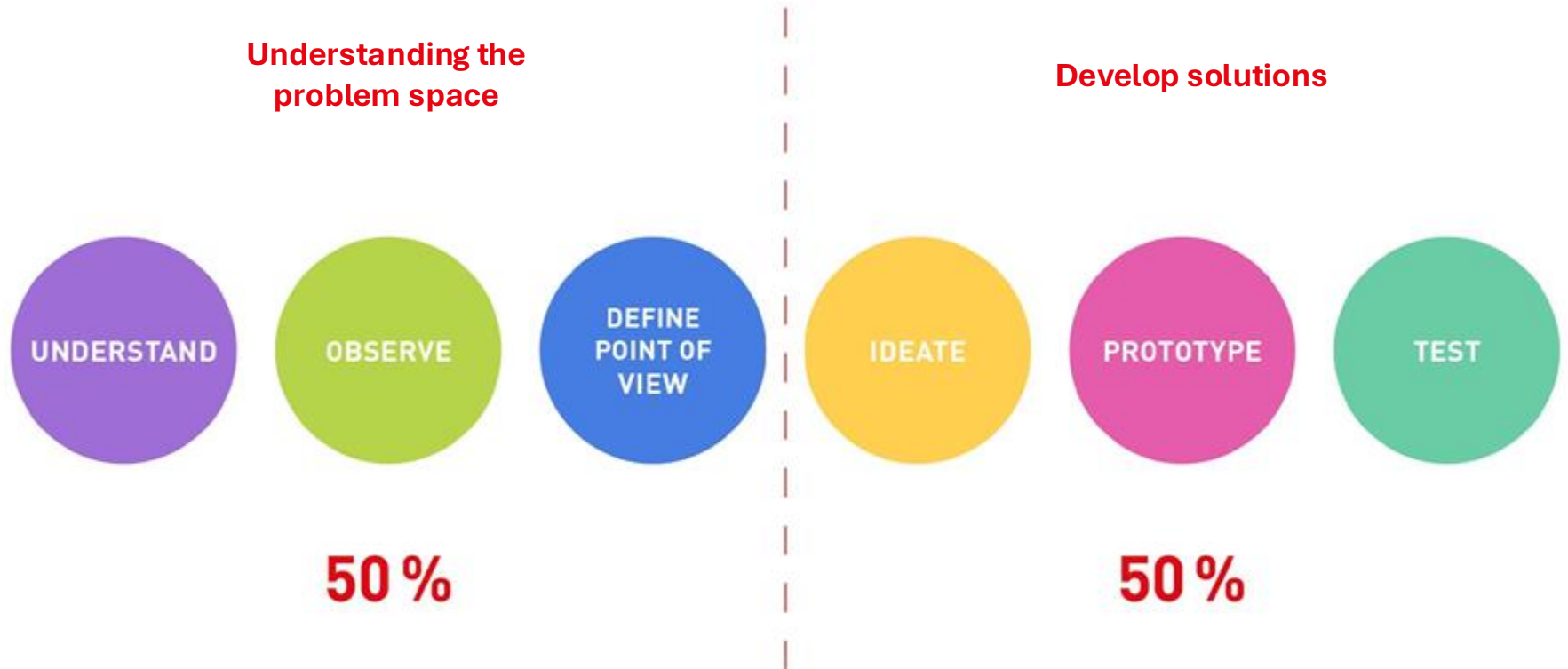
Design Thinking is a process ...



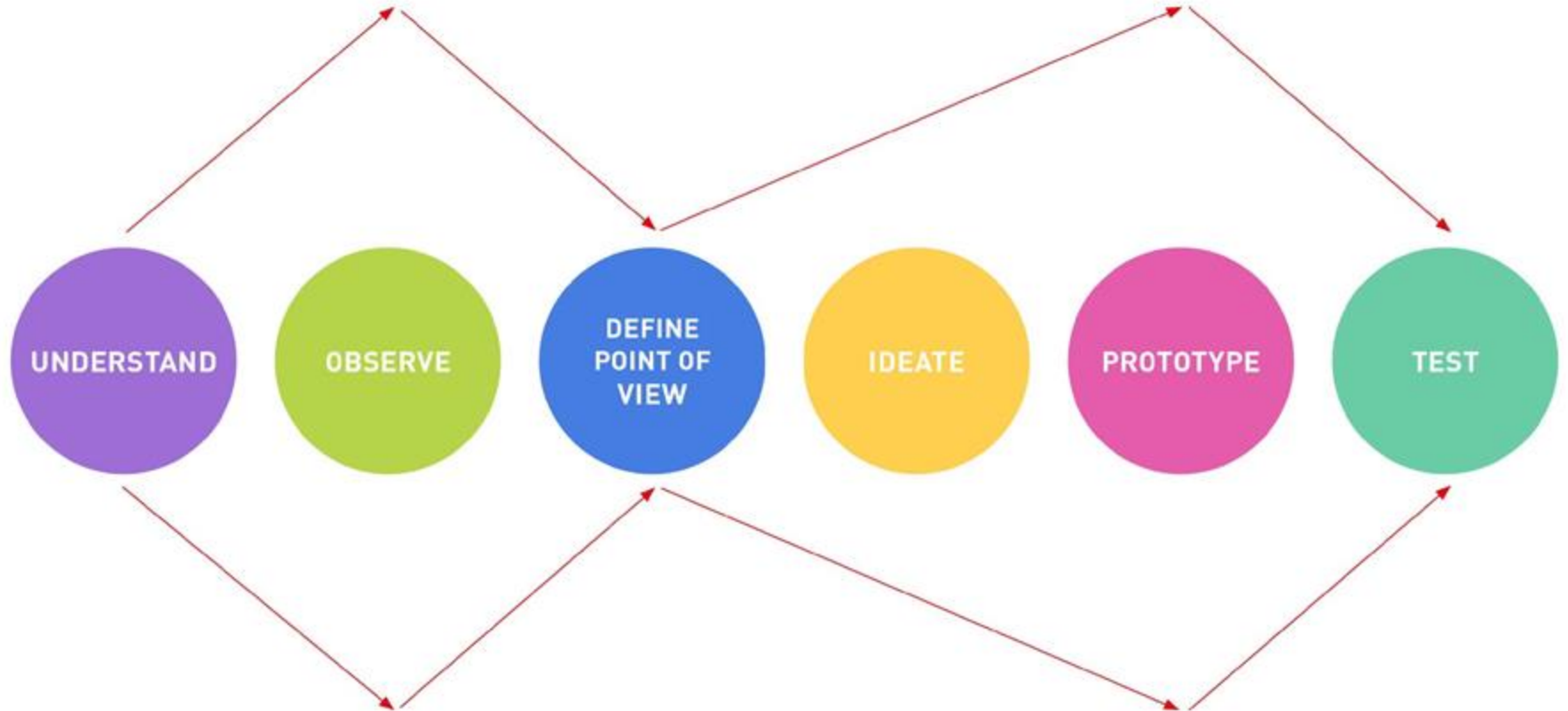
Design Thinking process



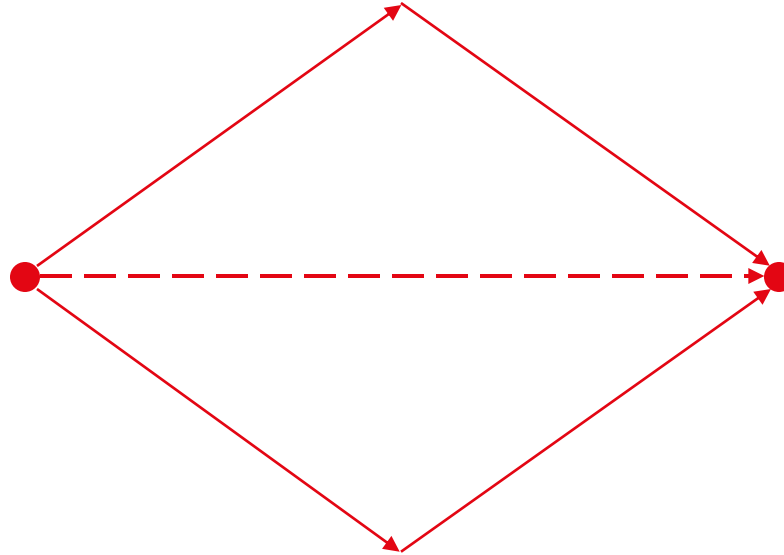
Design Thinking process



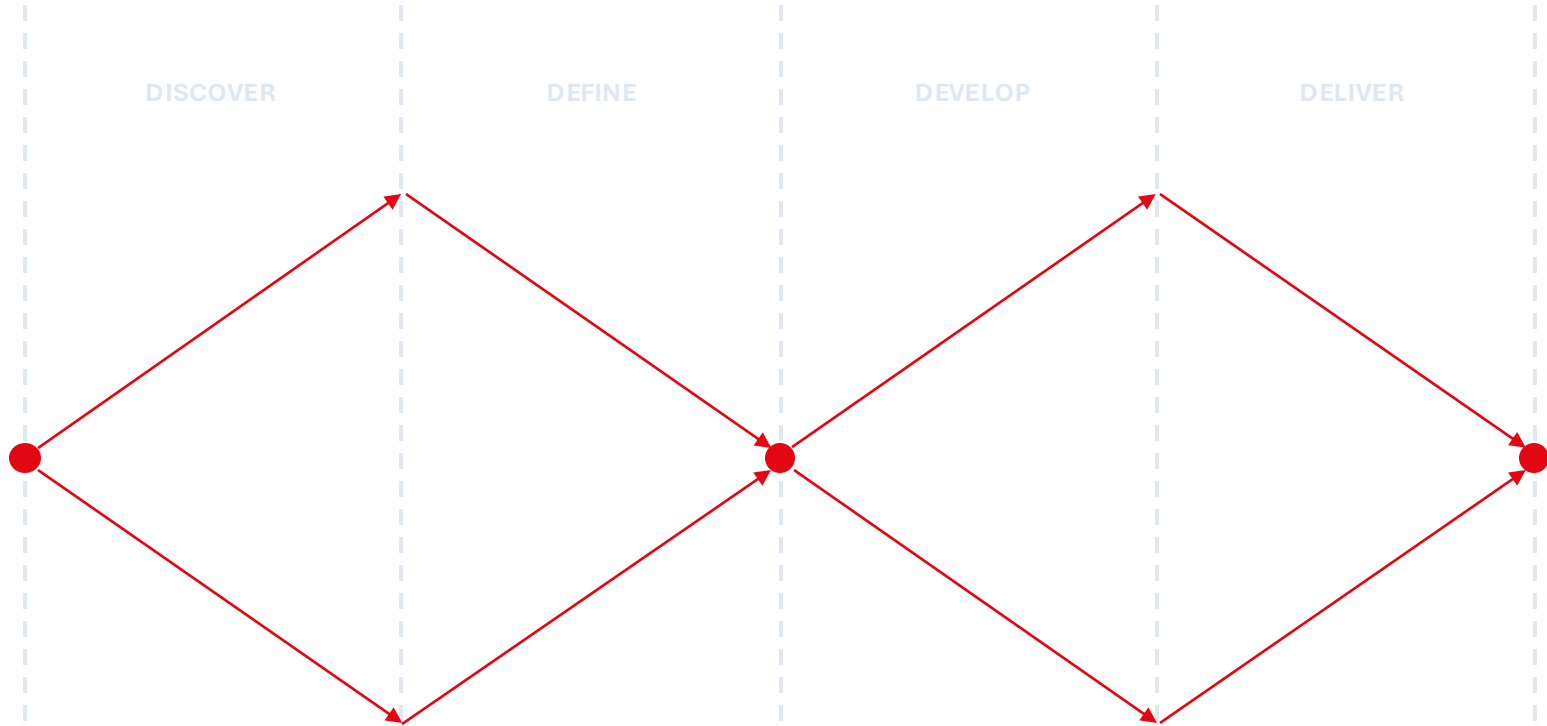
Design Thinking process



Divergent/convergent



Double diamond model



IN PRACTICE



IN PRACTICE



Building the teams



How it works ...



Small teams

Form diverse teams
of 4-6 people.
This will be your
team for tomorrow!



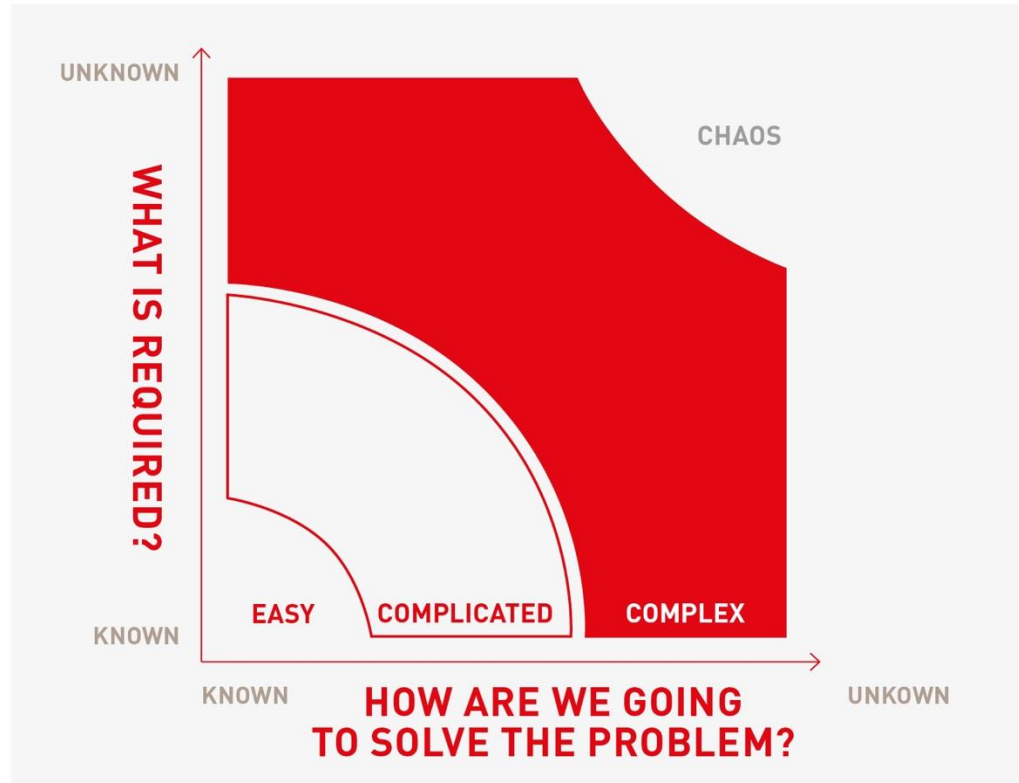
Get to know your team

Pay attention to diversity:
background, gender, age, experience in Design
Thinking ...
Find a creative team name



10 min

We remember...



DESIGN THINKING

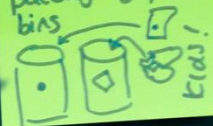
How might we show
... of
... food
... time consuming

Bio-degradable
take
out
packaging

INFO APP
-APPWAY
-PRODUCT
-POSTAL USE
-PACKAGE

How might we
make trash organization
in the house
easier & more fun?

color-coding
system on
packaging
bins



How might we
make trash organization
recycling
look nicely & be
hygienic?

bio-waste



Bins
with
Motivation
quote

WASTE
LIFT



bin system
that is
movable, has
a nice design

**Design Thinking
needs space ...**



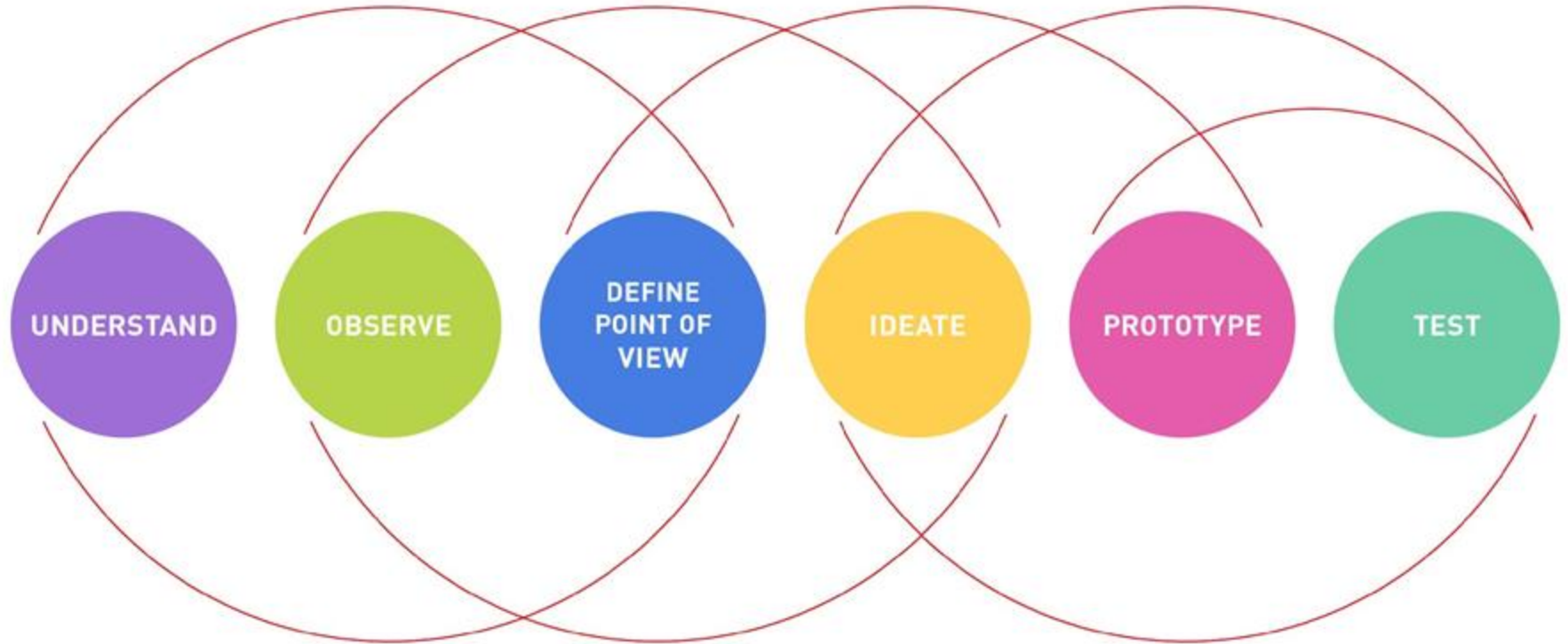
**Design Thinking
needs a team...**



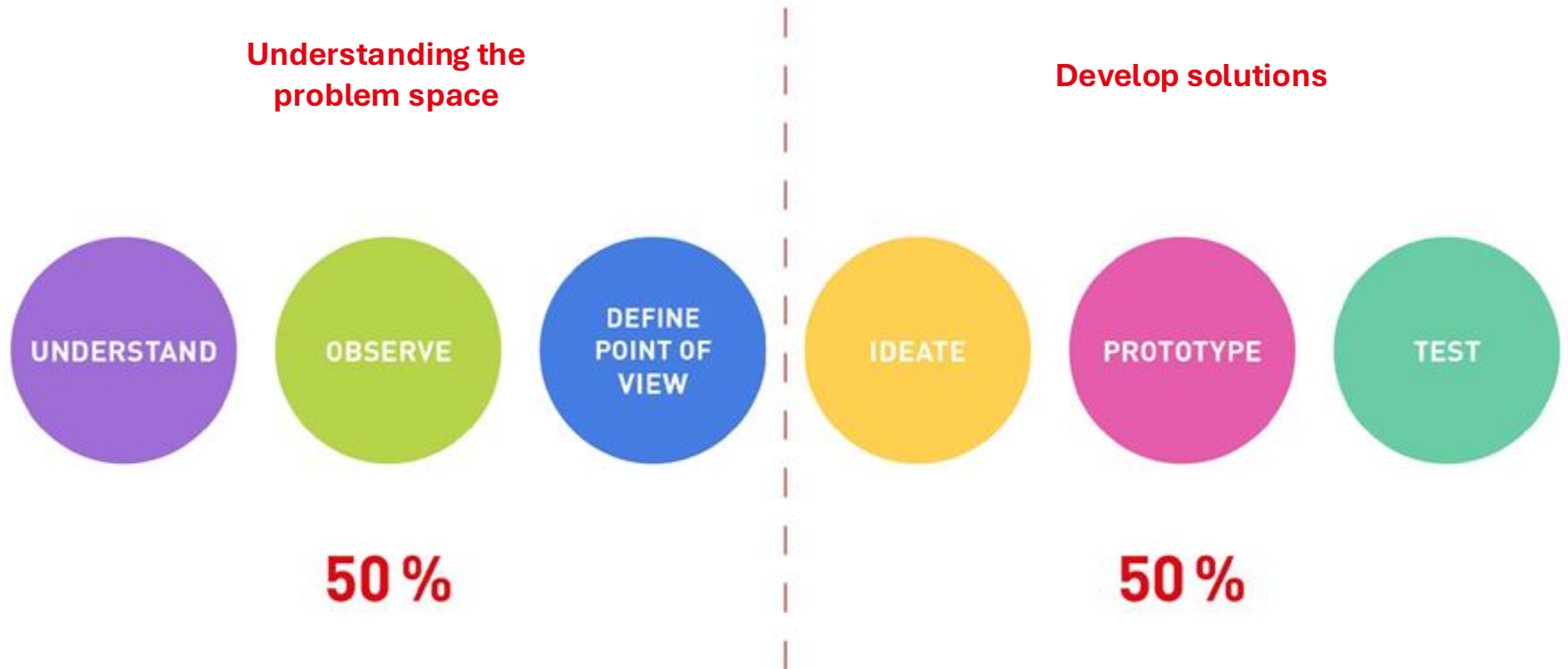
Design Thinking is a process ...



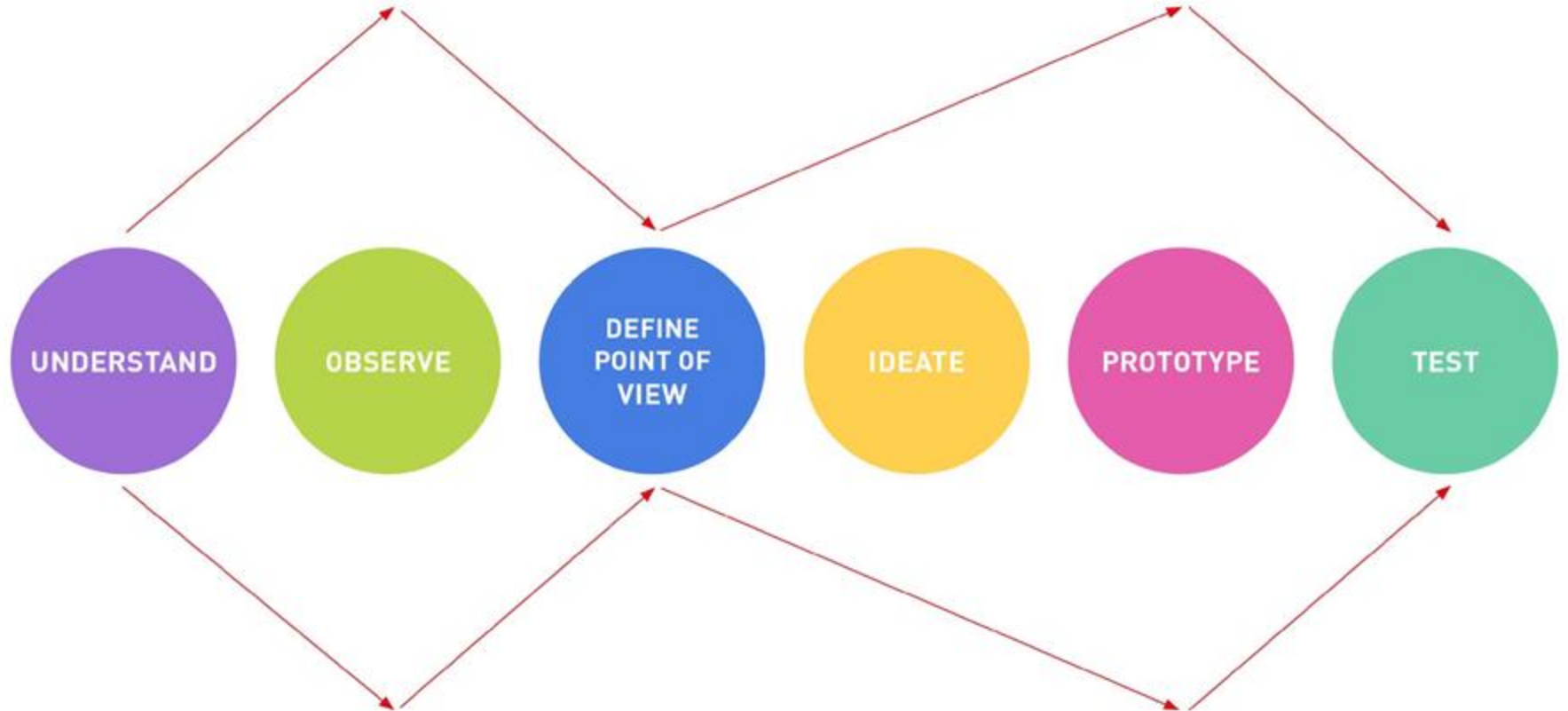
Design Thinking process



Design Thinking process



Design Thinking process



Heli Check-in



How it works ...



Team Work



Share with your team ...



10 minutes

What am I feeling today?

What is preventing me to be
here 100%?

UNDERSTAND

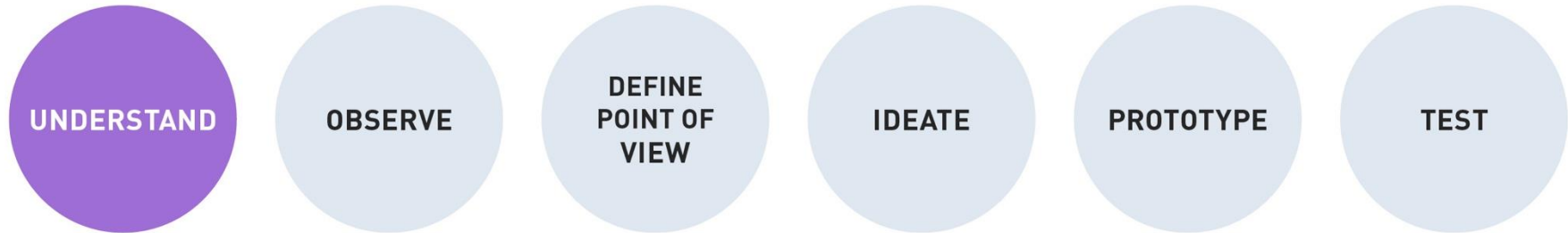


CHALLENGE



**Redesign the public toilet
experience.**

Understand

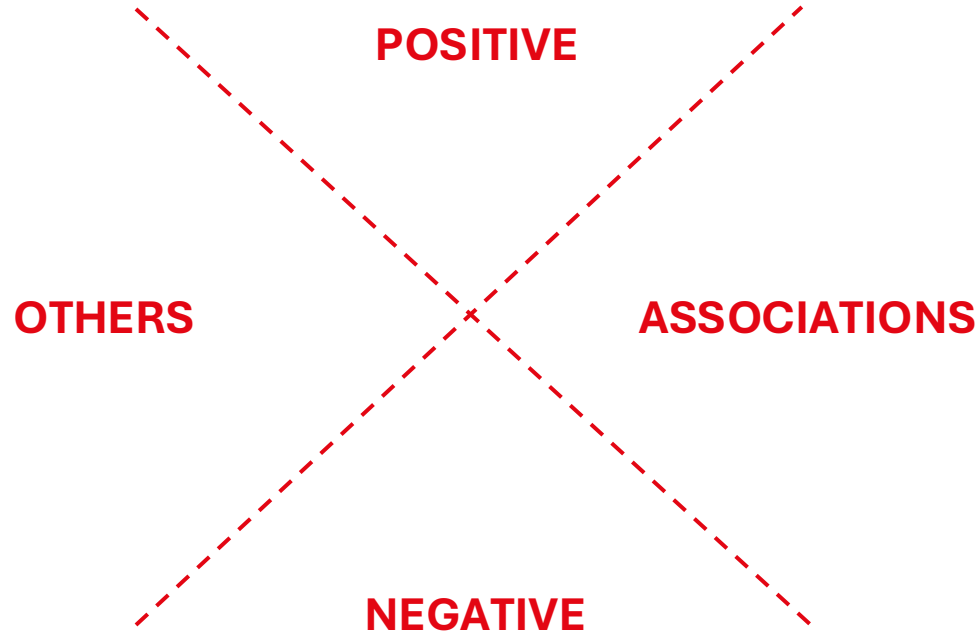


Dive into the topic

Share ideas and associations

Identify possible stakeholders

Mindmap

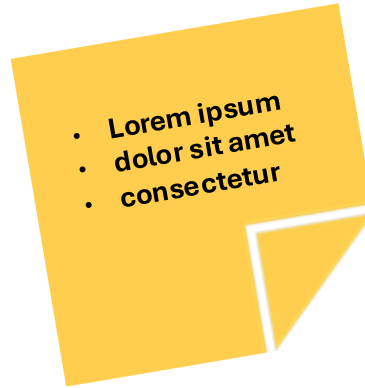


Sticky notes: Don't



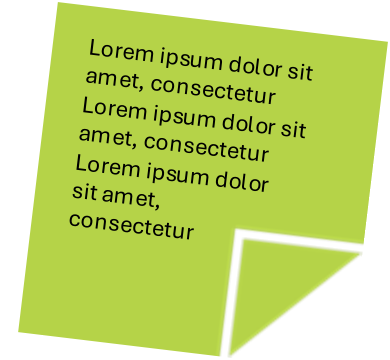
Don't

write very small text



Don't

make bullet points



Don't

overfill the note

Sticky notes: Do



Do

Use thick pens



Do

1 post-it = 1 idea



Do

be visual

Understanding the challenge



How it works ...



Solo Work



**Think about and answer
these questions individually.
Write your thoughts on
sticky notes.**



5 minutes

How do you understand the
challenge?

What are your associations?

What are potential problems
or pain points you find
within the challenge?

What are good or bad
experiences you can think of?

How it works ...



Team Work



Share your notes...



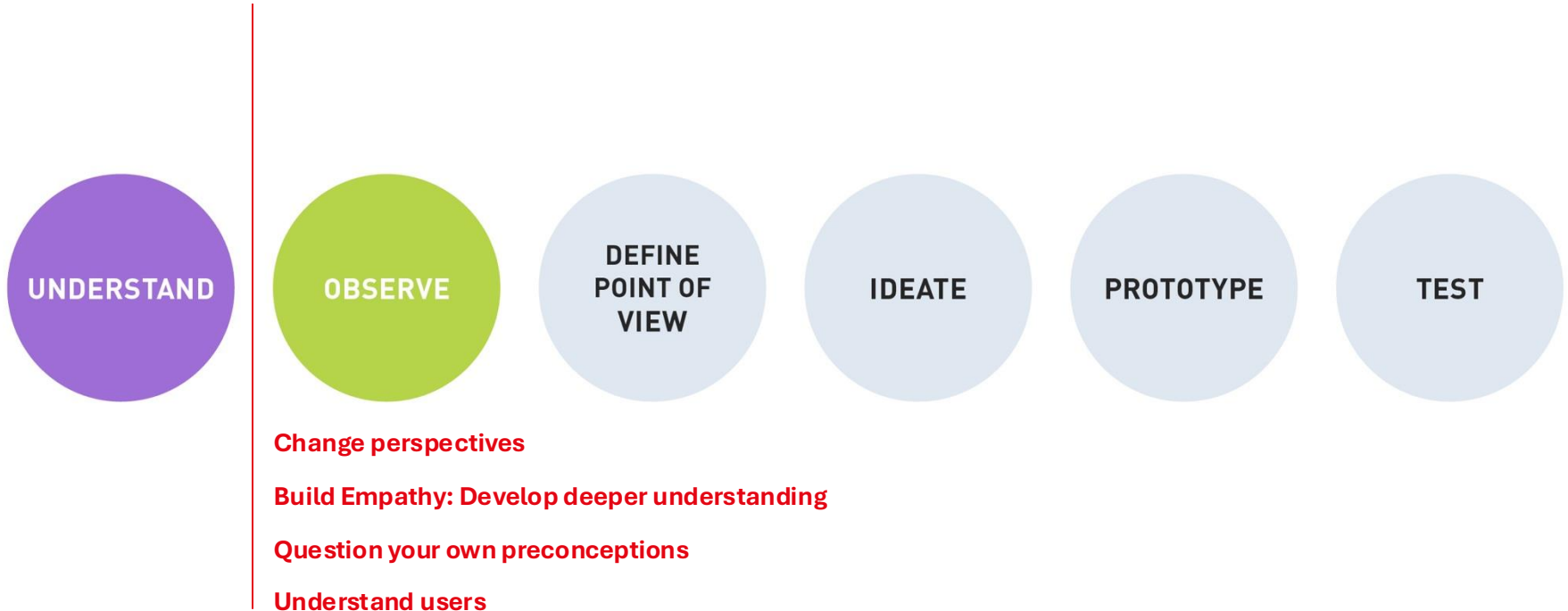
10 minutes

- with your group and
- put your sticky notes on the wall according to the mindmap

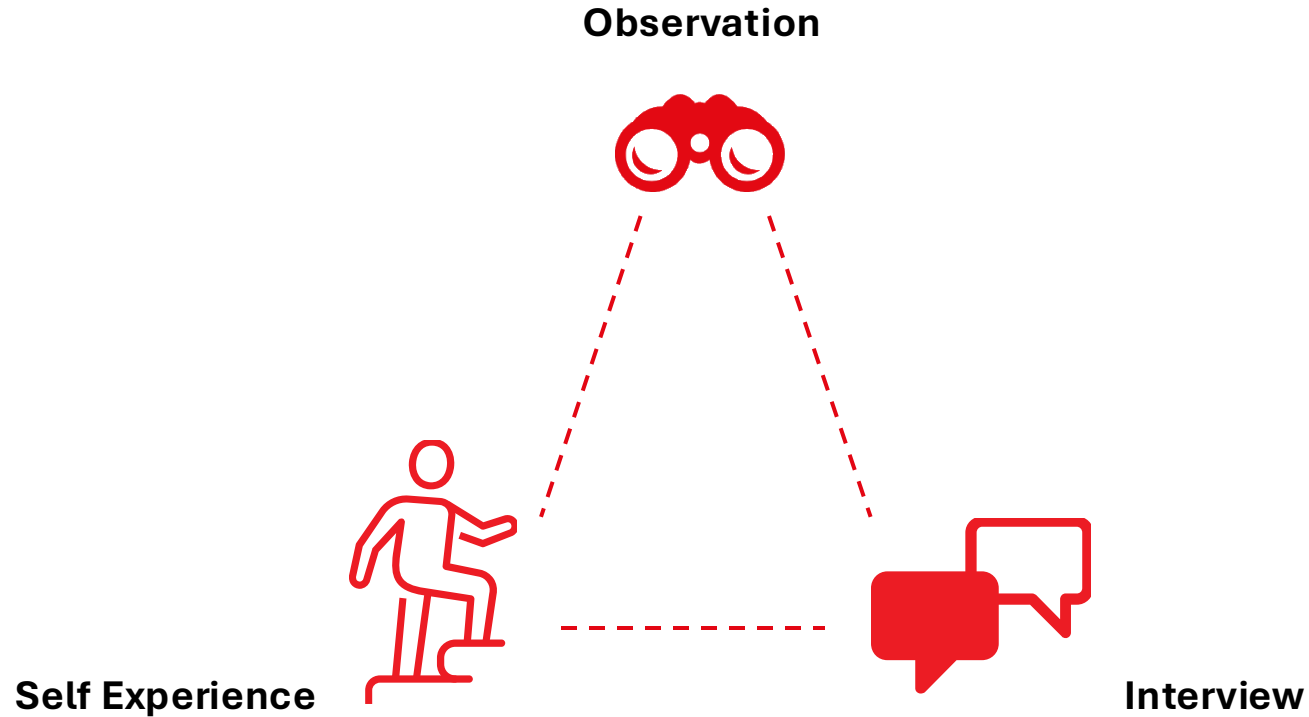
OBSERVE



Observe



Empathy



OBSERVE

WHAT DO YOU SEE?

OBSERVE

**WHAT DO YOU
INTERPRET?**



OBSERVE

**WHICH QUESTION
WOULD YOU LIKE
TO ASK NOW?**

The “need” onion



Find questions



Interview Template

TEAMWORK: FROM PHD TO INNOVATOR

FIND INTERVIEW QUESTIONS

Prepare your interview questions.

10 min

Step 1: Kick off your interview

Introduce yourself and build trust by sharing something about yourself. Ask for specific experiences:

- Can you tell me about the first time you ...?
- What was your best/worst/craziest/most memorable experience with ...?
- Could you tell me a story about a time when you ...?

Step 2: Dig Deeper

Explore emotions:

- Why do you say that? Tell me more.
- How did you feel at that moment?
- Could you tell me why is ... important to you?

KICK OFF YOUR INTERVIEW

DIG DEEPER

How it works ...



Small teams



**Find interview questions
based on your
team synchronisation:**

- What are your most prominent hypotheses?
- What do you want to learn?



10 minutes

**It's coffee
o'clock!**



**Let's have a
conversation!**



Interview guidelines

**Introduce
yourself**



**80% Listening
20% Speaking**

**Dig for stories and
emotions**



One at a time



**Conversation
at eye level**



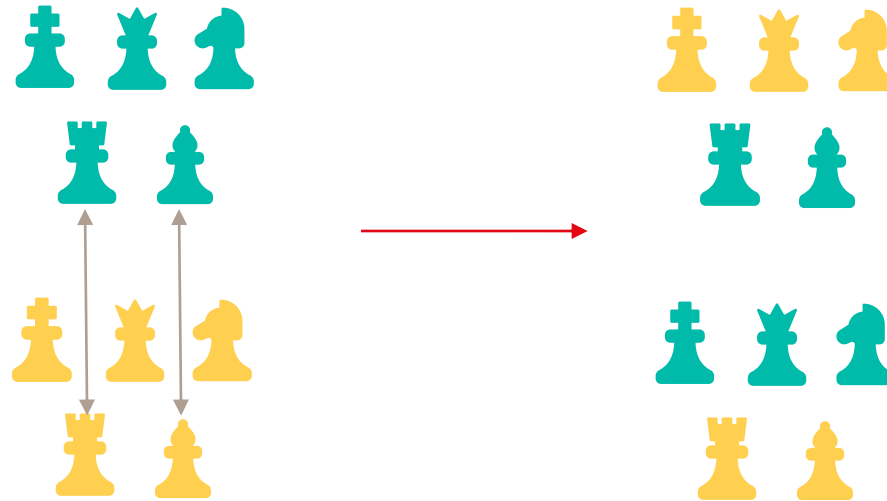
**Ask short and open
questions**



Ask “why”

Interviews

Split your team into 2 groups of 2-3 people.
The subgroups will join another group for the interview.



Interviews

Each team should have

- The questions
- 1 interviewer
- 1–2 people that write down the learnings



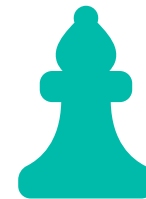
Interviewer



Writer



Interviewer



Writer

How it works ...



Small teams



Interview each other!



20 min

**Split into groups and
interview each other.**

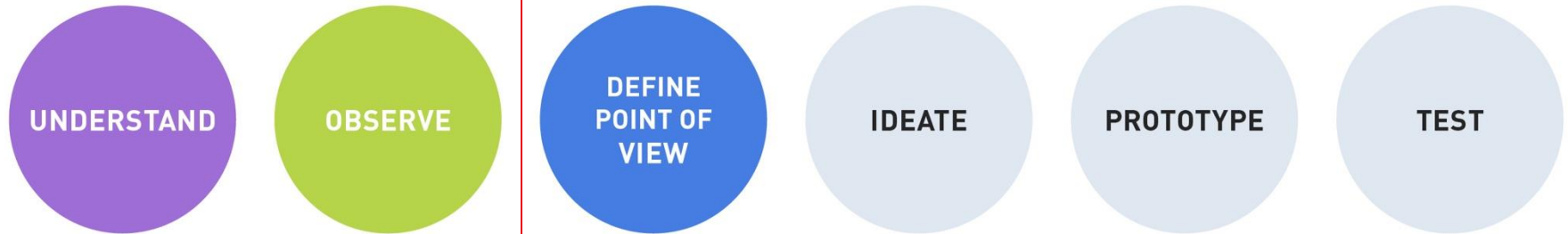
2x 10 min

- Take turns for the interview.
- The first team starts with their questions.
Don't forget to take notes on your findings!
- Rotate! Now, the other team will conduct the interview.

DEFINE



Define



Structure and synthesise user insights and findings

Search for strong problems and emotions

Don't find solutions yet, but focus on user need

Evaluate your interview insights ...



**Filter the most
interesting findings out of
your interview notes.**



**Look for
strong emotions!**



**What has been
surprising to learn?**

What is the need?



Share your interview results



How it works ...



Small teams



**Share your interview
results**



5 min

In Subgroups:

Select the 3-5 most important quotes from your interviews.
Write them down on large sticky notes!

How it works ...



Small teams



**Share your interview
results**



15 min

**Share the quotes with your
whole team! Collect them on
your board. Talk about it:**

- What is most interesting to you?

Create a persona



Create a persona

Make your interview insights tangible by creating personas.



Persona



NAME, AGE

Naomi, 28

PERSONALITY

conservative	☐	☐	☐	☒	☐	open
carefree	☐	☒	☐	☐	☐	organized
introverted	☐	☐	☐	☐	☒	extroverted
competitive	☐	☐	☐	☐	☒	cooperative
self-confident	☐	☒	☐	☐	☐	vulnerable

KEY DATA AND BIOGRAPHY

- Works as a graphic designer in a mid-sized creative agency
- Loves yoga, live music and traveling around Europe
- Often on the go in the city, using public transport & shared workspaces
- Values comfort & aesthetics in everyday experiences

NEEDS, DESIRES & MOTIVATIONS

- wants to find toilet quickly without stress
- desires clear information about availability, accessibility & cleanliness
- “I want to feel that this place was designed for humans not functions”

PROBLEMS & FRUSTRATIONS

- feels unsafe in some public toilets
- payment systems or locked doors cause stress when in urgent need
- disgusted by sticky floors, overflowing bins & missing soap

How it works ...



Small teams



Create a persona!



20 min

Create a persona with the (for you) most interesting need / desire / motivation.
Fill in the persona template.

HOW MIGHT WE?



How might we?

- HMW questions reframe the needs and problem areas into opportunities for design
- They suggest, that there is a solution for the users' challenge
- They open up a solution space by the chance to answer them in various different ways
- They are the launchpad for your brainstorming



Build them on your most powerful interview insights.

NEEDS, DESIRES & MOTIVATIONS

- wants to find toilet quickly without stress
- Desires clear information about availability, accessibility & cleanliness
- “I want to feel that this place was designed for humans not functions”

PROBLEMS & FRUSTRATIONS

- feels unsafe in some public toilets
- payment systems or locked doors cause stress when in urgent need
- disgusted by sticky floors, overflowing bins & missing soap

Persona



How Might We help Naomi feel
as safe and relaxed in a public
toilet as in a yoga class?

NEEDS, DESIRES & MOTIVATIONS

- wants to find toilet quickly without stress
- Desires clear information about availability, accessibility & cleanliness
- “I want to feel that this place was designed for humans not functions”

PROBLEMS & FRUSTRATIONS

- feels unsafe in some public toilets
- payment systems or locked doors cause stress when in urgent need
- disgusted by sticky floors, overflowing bins & missing soap

Persona



How Might We make finding and
accessing a public toilet less
stressful when time is urgent?

Persona



How Might We redesign toilet payment and locking systems so she can enter quickly and without anxiety, even in urgent situations?

Develop brainstorming questions



How it works ...



Small teams



**Develop brainstorming
questions**



10 min

Find How Might We questions
for your persona.

Build them on your most
powerful interview insights.

Select one out of the
questions.

NEXT UP ...



AGENDA

1. WELCOME & INTRO	09:00
2. TEAMBUILDING	09:30
3. USERSTORIES	10:00
4. DESIGN / SKETCHING	10:30
5. DESIGN	11:00
6. DESIGN	11:30
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Lunch Break



IDEATE

How might we show
the possibilities of
buying organic food
more affordable &
less time consuming

Bio-degradable
take
out
packaging

INFO APP
- APP WAY
- HOW
- PACK
- PRODUCT
- POSTLY USE
- PACKAGE

Bins
with
Motivation
quote

How might we
make trash organization
in the house
easier & more fun?

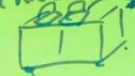
color-coding
system on
packaging
bins
kids!

How might we
make trash organization
recycling
look nicely & be
hygienic?

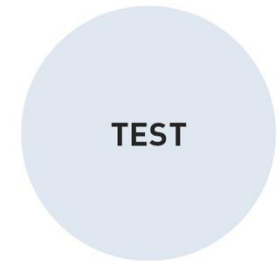
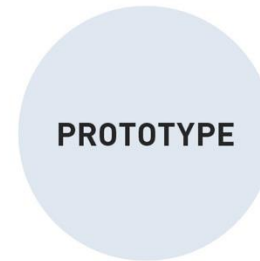
bio-waste
Compost machine

WASTE
LIFT

bin system
that is
movable, has
a nice design



Ideate



Find various ideas & solutions based on your HMW question

Use the multidisciplinary thought power of your team

Be sure to divide idea generation and idea selection

BRAINSTORMING METHODS



AGENDA

1. WELCOME & INTRO	09:00
2. TEAMBUILDING	09:15
3. UNDERSTANDING	09:30
4. DESIGN / SKETCHING	10:00
5. IDEAS	10:15
6. DESIGN	10:30
7. INITIAL	10:45
8. REACTION	11:00
9. PROTOTYPING	11:15
10. TESTING	11:30
11. PRESENTATION	11:45
12. DISCUSSION	12:00 / 12:15

Silent brainstorm

**Write as many different
solutions as you can
individually and silently.**



Silent brainstorm

Step 1:

Every team member writes down ideas silently
(3 min)

Step 2:

Everyone shares her:his 3 favorite ideas with
the team (4 min)

Step 3:

As a team add new ideas (4 min)



Anti / reverse

**Reverse the problem or
challenge by asking:
“How could I possibly cause
the problem?”**



Anti / reverse

Step 1

Individually write down ideas of how to make the solution worse (2 min)

Step 2

Everyone shares 3 ideas with the team (4 min)

Step 3

As a team, reverse the negative ideas into positive ideas (4 min)



Back to the future

**Put yourself in a future world as
it might look like in 100 years.**

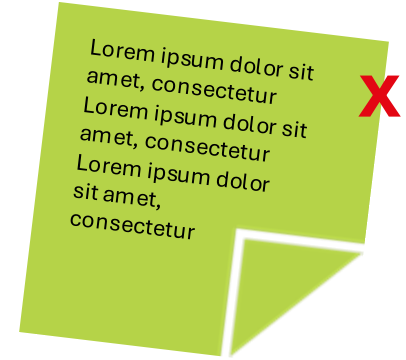
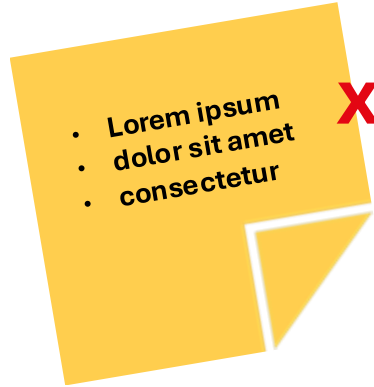
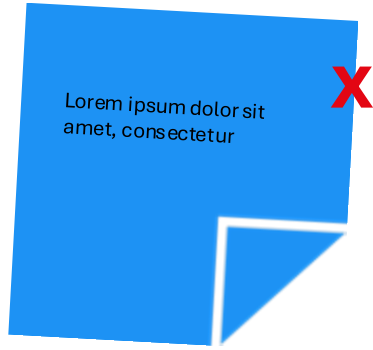


Super hero brainstorming

Put yourself into the shoes
of a super hero.



Remember the sticky notes guidelines!



Remember ...

- Keep track of the time
- Keep it short
- Don't judge ("Yes, and ..." instead of "No, but ...")

Brainstorming Session



How it works ...



Teamwork



Brainstorming Session



25 min

Together with your team, use the brainstorming methods. Keep in mind the Design Thinking Guidelines:

- Build on the ideas of others
- Defer judgement
- Listen actively
- Stay on topic
- Fail early and often

SELECTING THE BEST IDEAS



Dotmocracy



The Dotmocracy method is used for democratic evaluation of ideas, using sticky dots. Each team member gets the same amount of dots to vote for their favorite ideas.

PROTOTYPE



Prototype



Make idea tangible and testable

Think with your hands

Develop your idea further

Building the prototype

- The vague idea turns into more concrete shapes
- The team synchronises
- The idea gets tangible and therefore ready to be tested

Building the prototype



What?

Make the idea tangible



How?

Quick and dirty



Why?

Understand and test

**There are different
kinds of prototypes ...**



SKETCH



MOCK-UP



WIREFRAME



USER JOURNEY



In summary ...

**... think about what you want to test first.
Based on that, build the prototype as
simple as possible.**

Filter your ideas



How it works ...



Team work



Filter your ideas



10 min

Use the Dotmocracy method to find the best idea within your team. For each question, vote in a different colour.

- Favorite idea: Which idea are you most excited about?
- Degree of Novelty: Which idea is the most innovative one?
- Easy to implement: Which idea is the easiest to implement?

Build a prototype



How it works ...



Team Work



Build your prototype



30 min

Together with your team,
build a prototype.
You can ...

sketch

wireframe

mockup

... and build with the material
on the prototyping table!

TEST



Testing

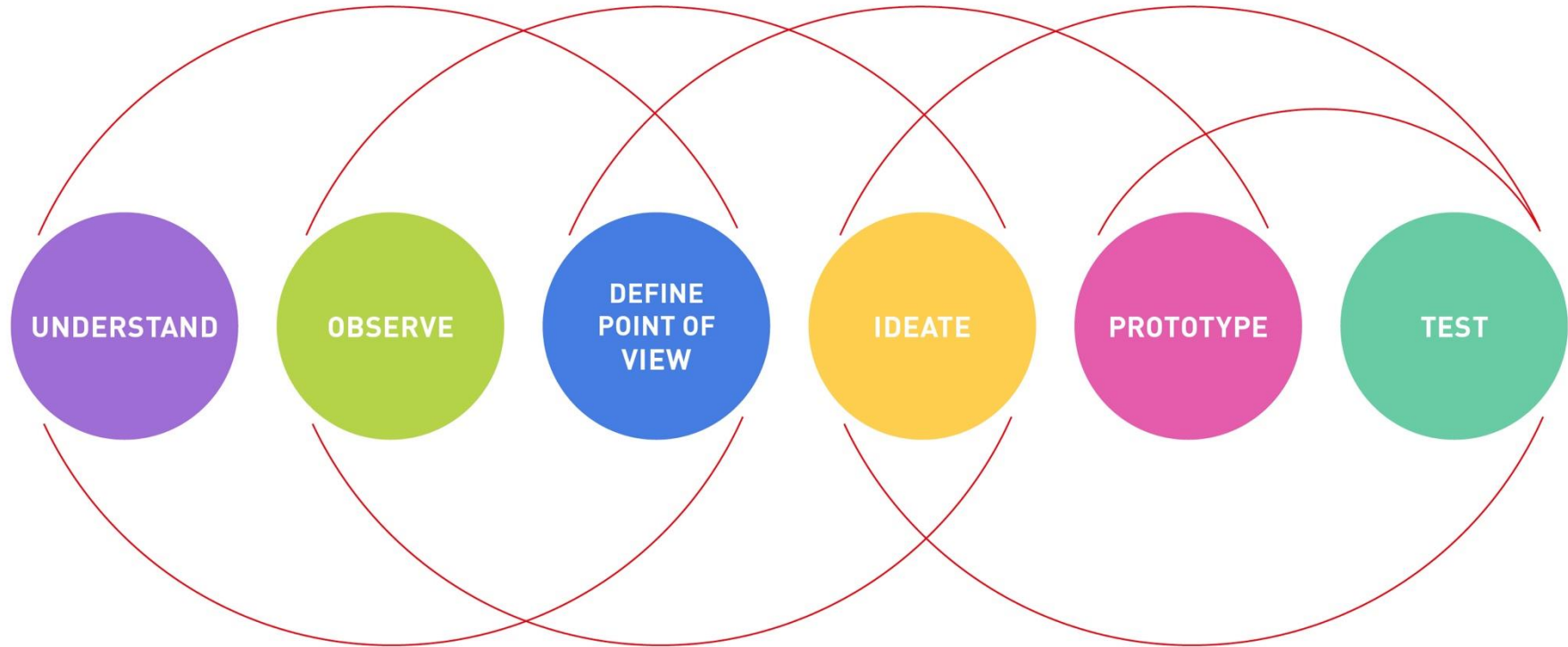


Get direct user feedback

Find your blind spots

Find the starting point for your next iteration

Design Thinking process



Prepare your test scenario



How it works ...



Team Work



**Prepare your test
scenario**



10 min

Discuss with your team.

- Who do you need to test your idea with?
- What do you want to learn from your user?
- Where should you test your idea?

Interview guidelines

Introduce
yourself



80% Listening
20% Speaking

Dig for stories and
emotions



One at a time



Ask short and open
questions



Ask “why”

Test, test, test!



Testing template

TEAMWORK: FROM PHD TO INNOVATOR

TESTING TEMPLATE



Test your prototype!

45 min

Step 1

Provide a short introduction: What is this about, what is to be expected?

Be careful not to reveal anything that could affect your test results. Refrain from explaining things too much. Instead, observe the subject closely – write down statements, questions, and behaviors.

After testing, ask questions based on your observations and complete your notes accordingly.

YOUR PROTOTYPE

CHALLENGE

PROTOTYPE

INTRODUCTION

TEST SUBJECT

PERSONAL
INFORMATION

I LIKE... I WISH....

NEW IDEAS

OPEN QUESTIONS

OBSERVATIONS

How it works ...



Team Work



Test your prototype!



35 min

**Go outside with your team to
test your prototype.**

- Remember the interview guidelines
- Take notes on your test template

Iterate and prepare your presentation



Presentations

TEAMWORK: FROM PHD TO INNOVATOR

PRESENTATION



Fill out the template with your findings from the testing interviews in preparation of your presentation.

15 min

NEED

Which need/problem do you address with your solution?

PROTOTYPE

How does your solution work?

TEST-LEARNING

Which are the three central insights from your user testing?

NEXT STEPS

Which would be the next steps in the iteration?

How it works ...



Team Work



**Prepare your
presentations!**



15 min

Together with your team:

- Gather your learnings
- Fill out the presentation template and prepare your presentation

How to give feedback



Feedback etiquette

Be sensitive!

- Keep in mind your varied cultural backgrounds
- Keep a sense of mutual respect
- Practice clear and constructive feedback

Feedback etiquette

Embrace feedback!

- Understand feedback as a learning opportunity
- Try not to defend yourself or explain too much
- Take notes!
- Practice listening with curiosity and openness

Feedback grid

I like ...

I wish ...

New ideas

Open questions

Presentations



3 min Presentation



2 min Feedback

THE STAGE IS YOURS!





Stay connected with the YES community



- Join our **LinkedIn group**
- Take part in other (Online-) **Workshops**
- Tell your peers and spread the word via **social media**
- Stay active in our **Alumni-Community**
- Keep learning from each other on your entrepreneurial journey



Boost your career with your YES experience



- Connect with YES and fellow participants on LinkedIn
- Share your YES certificate on Social Media
- Add YES to your trainings on LinkedIn and your CV
- ... and carry the entrepreneurial spirit further.



Top-Talents-Track

You've got a bold idea from your research – now what?

We are expanding our programme with the **Top-Talents-Track**, a three-month support programme for 20 highly qualified talents from our network. It combines workshops, individual coaching, peer-to-peer learning formats, and networking events.



Time for feedback!



Thank you!



Connect with us and each other via Social Media ...



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Newsletter

THE END

