

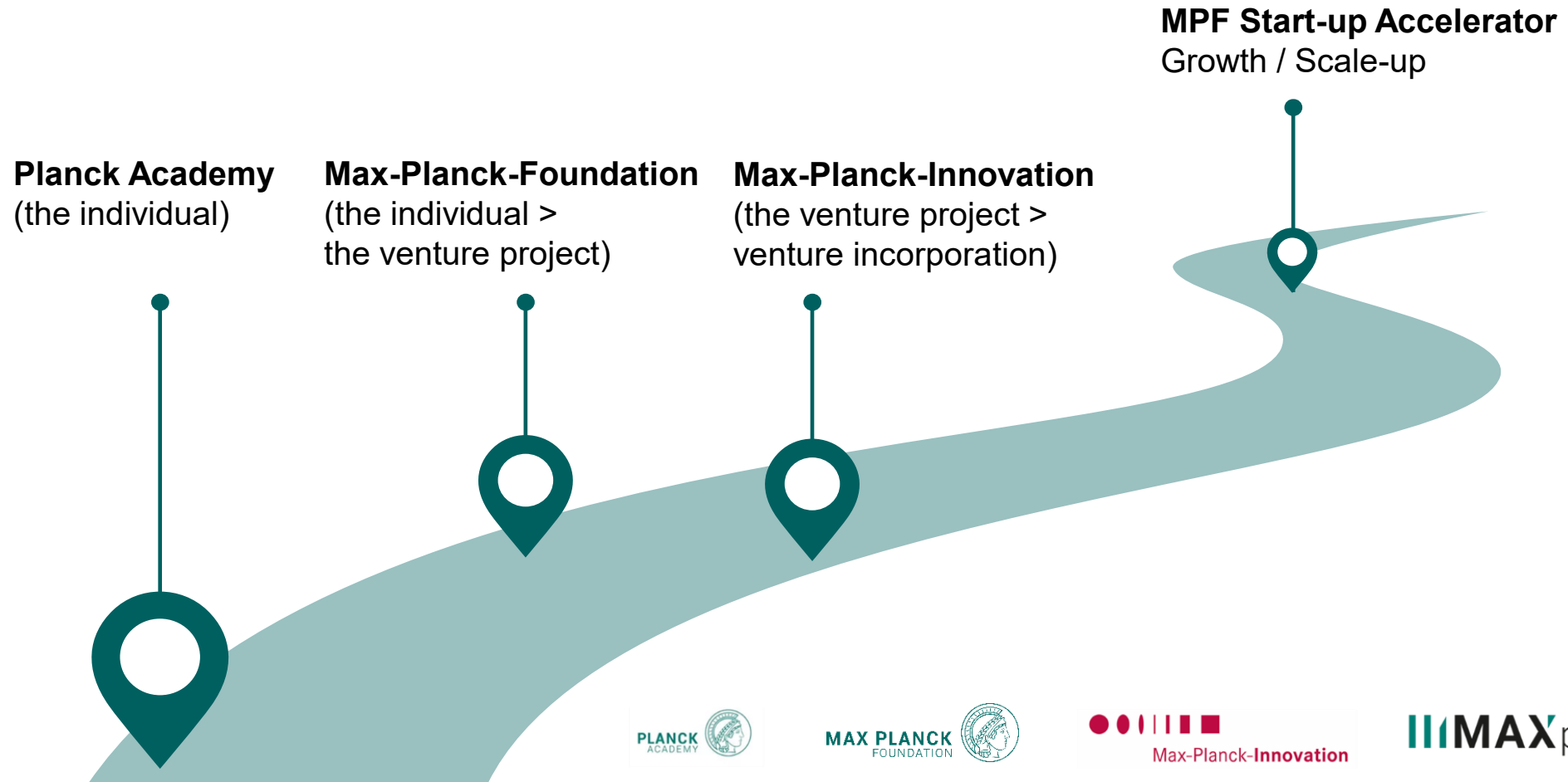
# IDEAS TO IMPACT

## START-UP SUPPORT IN THE MAX PLANCK WORLD

Workshop “Social Entrepreneurship” – 11.11.2025

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# MAXPRENEURS – The MPG Entrepreneurship Initiative



## 1 Science

From Science to Innovation.  
Introducing the **World of Entrepreneurship** to scientists.

Goal: Inspiration, Motivation and Qualification

Support:

- Games Week and Entrepreneurial Career Development
- Start-up Days
- Scouting for Projects and IP-Opportunities
- Workshops “Science Next Level”
- MPF Start-up School
- MPF Founders Lab

## 2 Ideation

Transfer of an invention into an initial **Business Idea**.

Goal: Engagement and Commitment

Support:

- Individual Mentoring
- Start-up Club
- Start-up Library

## 3 Pre-Founding

Validation of customer need and **Business Model**. Establish a complementary team.

Goal: Preparation for the operational start of the business

Support:

- MAX!mize Program
- Individual Coaching, Tech Transfer and Clearing Process
- Investor Day

## 4 Start-up & Scale-up

100% focus on Start-up. Getting ready for market entry. **Company Building**

Goal: Support to build a sustainable and scalable company

Support:

- Intensive Mentoring
- MPF Accelerator program
- MI Portfolio Management

# MPF Start-up School

For researchers who want to develop the business potential of their scientific findings

- Exclusive discussion rounds with inspiring role models
- Checking and testing the transfer potential of scientific findings
- Getting to know start-up stakeholders within the MPG and raising awareness of the processes associated with founding a start-up
- Strengthening soft skills by teaching:
  - **Agile methods:** Utilizing creative techniques for the path from the initial idea to application scenarios
  - **Targeted communication:** Targeted presentation of ideas outside the scientific community
  - **Application scenario and customer definition:** Development of a customer-centric solution

## When?

- 25.-27. February 2026, Mülheim an der Ruhr
- 15.-17. April 2026, Tübingen
- 03.-05. June 2026, Dresden
- 02.-04. September 2026, Frankfurt am Main
- 04.-06. November 2026, Stuttgart

**INTERESTED?**



# MPF Founders Lab

For researchers who are inspired for a potential spin-off and want to prepare themselves to actually start this path

- **Start-up Essentials:** Tips & tricks for the path to a spin-off in Germany
- **Start-up Funding:** Information about MAX!mize and EXIST
- **Business Model Canvas:** Development of potential business models using the Business Model Canvas technique
- **Lead Customer:** Generation of customer feedback and conduction of successful interviews
- **Market & Competitor Analysis:** Initial (AI-based)-methods to analyze the potential business environment
- **Start-up Process:** Definition and visualization of the individual start-up process

When?

- Events are planned for the following periods:
  - April 2026
  - September 2026

INTERESTED? 



# Stay in contact!



**Dr. Isabel Schulze**

Every breakthrough begins with a spark in the lab – and holds the power to change lives. As ...



**Dr. Isabel Schulze**

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