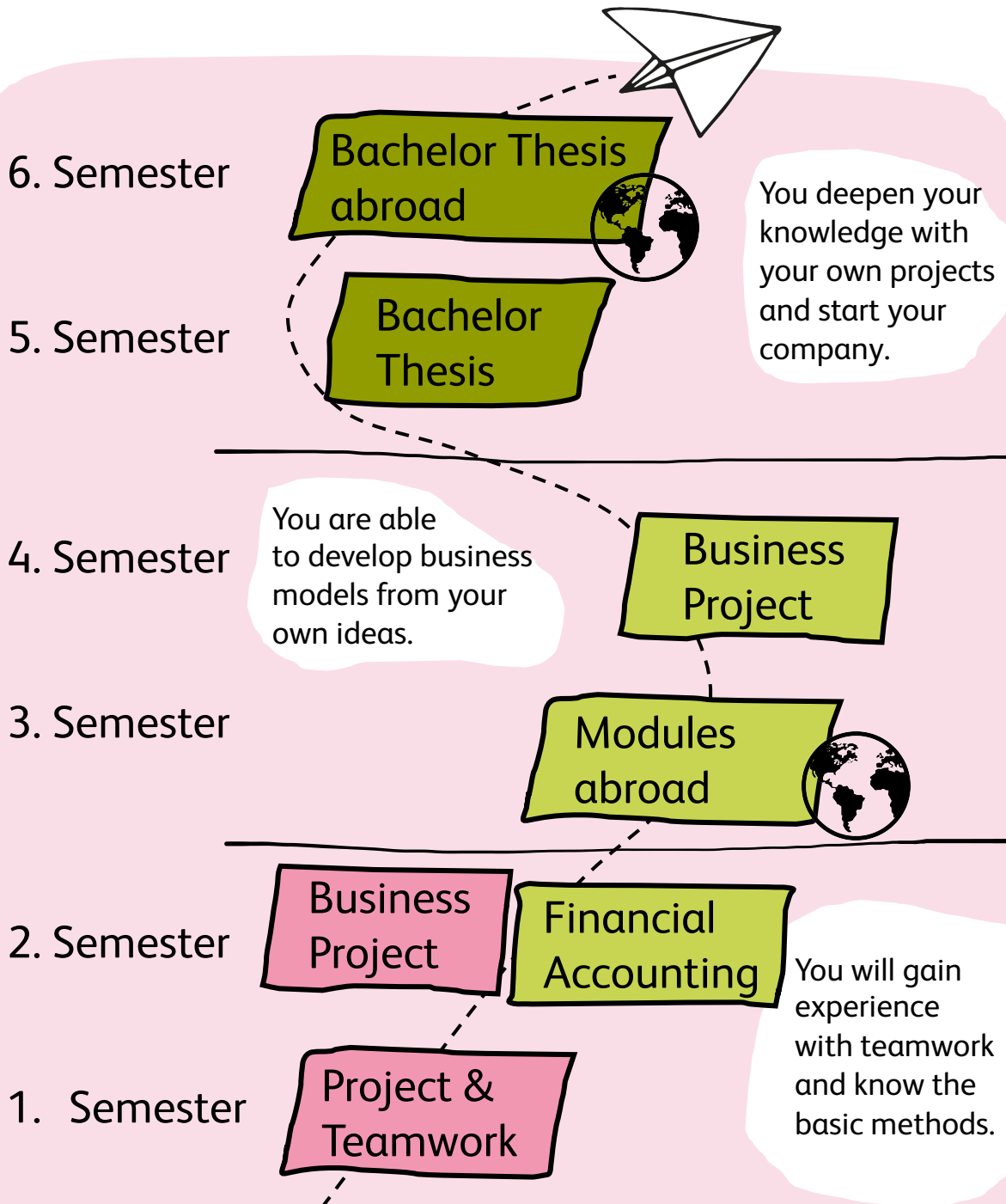


Entrepreneurship – Track Bachelor International IT Management



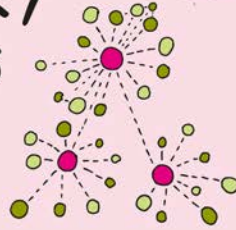
Remark: Using the example of the full-time model. The track is to be seen as a possible composition and not mandatory.

- Around 300 startup cases per year
- Only 10 % of HSLU startups become inactive
- Solid network

80% of the students know Smart-up

Interdisciplinary team with representatives in every department

NETZWERK / VENTURES



MARKETING



KOORDINATION / PROJEKTL EITUNG



SMART-UP

EVENTS



AUS-UND WEITERBILDUNG



RESEARCH



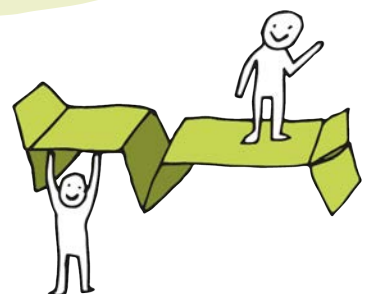
SPEZIALPROJEKTE



70 events with successful startups

Various projects, e.g. Digital Female Founders

- Own interdisciplinary modules plus use of existing modules
- All students can earn ECTS on their own project





Services

Free services

Up to 7h free coaching with external and internal experts.

Entrepreneurship Track and all associated benefits.

Participation in all public **Smart-up Events**.



Smart-up Package

CHF 120.- pro Mitgliedsjahr



20h free coaching with external and internal experts.



Half-yearly on-site meeting with **Smart-up experts**.

Business address at the Department of Computer Science (if desired).



Digital presentation and visibility of your company.



Exclusive events with successful start-ups and company founders.



How you get involved

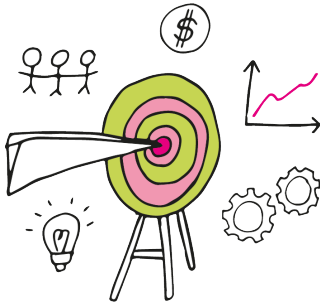


Presentation of your own start-up on the blog and at events.

Solidarity with Smart-up after leaving the university as well as any support as a coach.



My way to success*



Problem-Markt-Fit

- My marketing channels are activated
- The first products / services have been sold
- I am legally and technically covered

Business Model-Performance-Fit

- The necessary financing is secured
- The company is growing well
- All necessary contracts (and possibly patents) have been drawn up



Problem-Solution-Fit

- My business model is defined and verified
- I know how to make money
- I have the right team and the ideal onesPartner

Problem-Customer-Fit

- The main problems of my clients have been identified
- I know my customers and their needs
- I tested my idea several times



Smart-up Team Informatik



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<https://www.hslu.ch/de-ch/informatik/studium/smart-up/>