

## Kite-mentoring Lunch Talk

### What if... I had a brilliant idea for a startup?

**Date:** Monday 21.05.2025 (12:00 – 13:00)

**Location:** online (link will be provided to registered participants)

**Invited trainer:** Dr. Christoph Mårtensson (Venture Scout UFR)

**Registration:** <https://terminplaner6.dfn.de/p/e2ea44845630401c661f3fac1be93fb-1106589>

#### **From research to founding - How to develop your own startup idea!**

Are you fascinated by startups, but don't have a concrete idea yet? Would you like to know how successful founders have developed their concepts and how you can systematically generate an idea yourself? Then you've come to the right place!

#### **Why a startup?**

Many scientists don't realise that their research has enormous potential for innovative start-ups. Having your own company offers the opportunity to apply research results in practice, solve big problems and be financially successful in the process. A startup can be an attractive alternative to an academic career as it allows for more personal responsibility, creative freedom and economic opportunities.

#### **What is a startup - and how is it created?**

What exactly is a startup and how does it differ from other self-employed professions? Start-ups begin with an idea, but not every idea is automatically a successful business model. Successful companies are based on a clear solution to a problem and a scalable concept. Examples from science show how research approaches develop into marketable companies:

- BioNTech: mRNA technology for cancer therapies became the basis for the COVID-19 vaccine.
- CRISPR Therapeutics: Utilisation of gene editing technologies that emerged from university research.
- T3 Pharma: Development of bacteria as a cancer therapy from an academic research project.

## How do you generate an idea?

Innovations often arise at the interface between science and social challenges. But how do you systematically come up with a start-up idea? Methods for generating ideas are

- Problem-solution fit: Identify a problem and develop a scientifically sound solution.
- 'What if?' questions: Creative approaches to discover new possibilities.
- Market & demand analysis: Check whether an idea is economically viable.

## From the idea to the start-up concept

Not every idea automatically leads to a successful company. Key questions for further development are:

- Is the idea realisable?
- Is there a market and a target group?
- Which business model is suitable?
- What are the 'common pitfalls'?
- How can the start-up be financed? The first steps include developing a proof of concept (PoC), obtaining market feedback and setting up an interdisciplinary team.
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## Why scientists are particularly suitable

Researchers have analytical skills, problem-solving expertise and an innovative spirit - ideal prerequisites for the startup world. Startups offer them:

- Direct impact through practical application of their research.
- Creative freedom instead of rigid hierarchies.
- Financial opportunities that are often limited in traditional career paths.

## Support from the start-up office

Many universities offer support for prospective founders. The start-up office helps with:

- Advice on idea generation and market research.
- Financing options such as funding programmes and investor networks.
- Support throughout the entire start-up process.

## Conclusion & next steps

Anyone can develop a start-up idea - you just need the right methods and support. Scientific findings have enormous potential for innovative start-ups. The start-up office accompanies you on this path.