

COMMUNIQUÉ DE PRESSE GOETHE-INSTITUT BORDEAUX



ENTREPRENEURSHIP : WORKSHOP & COACHING CULTURAL ENTREPRENEURSHIP, BUSINESS MODELLING & NETWORKING VENDREDI 19 NOV. de 13h30 à 18h et SAMEDI 20 nov. de 9h30 à 18h au Goethe-Institut

BORDEAUX, le 09 nov. 2021

Animation par **Moritz Hoffmann & Jana Hollmann du Strascheg Center for Entrepreneurship Munich**

Vous êtes acteurs/actrices professionnel.le.s dans le secteur culturel et créatif (architecture, design, livre, musique, arts plastiques, jeux vidéo etc.) ou souhaitez l'être? Ce workshop est pour vous ! Profitez-en ! Il offre :

- des COACHINGS INDIVIDUELS
- l'utilisation du BUSINESS MODEL CANVAS
- la MISE EN RÉSEAU
- la CONNAISSANCE PRATIQUE du STRASCHEG CENTER FOR ENTREPRENEURSHIP Munich

> en ANGLAIS; frais pris en charge par le Goethe-Institut

> 10-15 PARTICIPANTS max.

> CANDIDATURE : Merci d'adresser votre CV & MOTIVATION (en français, allemand ou anglais) jusqu'au LUNDI 15 NOV. à Luise.Holke@goethe.de

Ce WORKSHOP est le point de départ pour s'engager davantage dans le contexte des ÉCONOMIES CRÉATIVES et pour créer un nouveau réseau local et international en lien avec le Goethe-Institut au-delà du contexte franco-allemand.

The **Strascheg Center for Entrepreneurship (SCE)** of the Munich University of Applied Sciences offers training and research programs in the field of (cultural) entrepreneurship, and encourages innovation process and the development of entrepreneurial personalities. SCE supports business start-ups from science and guides young businesses from idea development to marketable innovation. According to its statutes, its purpose is to promote entrepreneurial thinking and acting in teaching and practice. In this way SCE actively contributes to shaping the future of our society and to establishing a comprehensive start-up culture. SCE was founded in 2002 as an affiliated institute of the Munich University of Applied Sciences (MUAS). In July 2011 SCE and MUAS became one of the six EXIST Start-Up Universities in Germany. Examples of the long successful cooperation between the Goethe-Institut and SCE in the field of cultural entrepreneurship are the Cultural Entrepreneurship Hubs (www.cultural-entrepreneurship.org) or the OhMyGoethe! Labs (<https://www.goethe.de/ins/fr/de/kul/sup/ohmg.html>). For further information visit www.sce.de.



Moritz Hoffmann © privé



Jana Hollmann © privé



STRASCHEG CENTER FOR ENTREPRENEURSHIP

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MORITZ HOFFMANN is Head of Executive Education at the Strascheg Center for Entrepreneurship (SCE), an experienced start-up consultant and educator. He was co-founder of two companies, a black forest art & fashion label and a marketing app for restaurant owners. Moritz holds various business degrees through his studies in Pforzheim, Poitiers and Munich. He is also responsible and/or involved in several cooperation projects with the Goethe-Institut, such as Cultural Entrepreneurship Hubs or OHMG! in Nancy.

JANA HOLLMANN works as a start-up consultant at Strascheg Center for Entrepreneurship (SCE) and is part of the new ventures programme. Previously she founded Jakale and, as a systemic consultant and workshop facilitator, has supported founders, start-ups and medium-sized companies in finding solutions to their challenges. Jana studied business administration in Ingolstadt and has continued her studies as systemic consultant, business coach and Trainer as well as SCRUM Master and Product Owner.

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