

Quick overview

STARTUP LAUNCHPAD

MGT000159 and MGT100180 | English



WELCOME TO STARTUP LAUNCHPAD

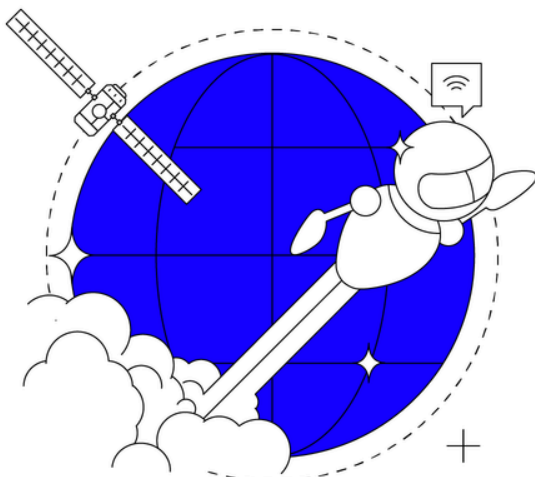
We are excited to welcome you to Startup Launchpad!

This course supports you at the beginning of your entrepreneurial journey. Throughout the program, you will work in teams to transform early-stage ideas into validated business concepts using proven startup methodologies.

Startup Launchpad is built around hands-on learning, experimentation, and continuous iteration. By the end of the course, you will have strengthened both your venture idea and your entrepreneurial skill set.



We look forward to supporting you on your journey from idea to impact.



WHAT YOU WILL LEARN

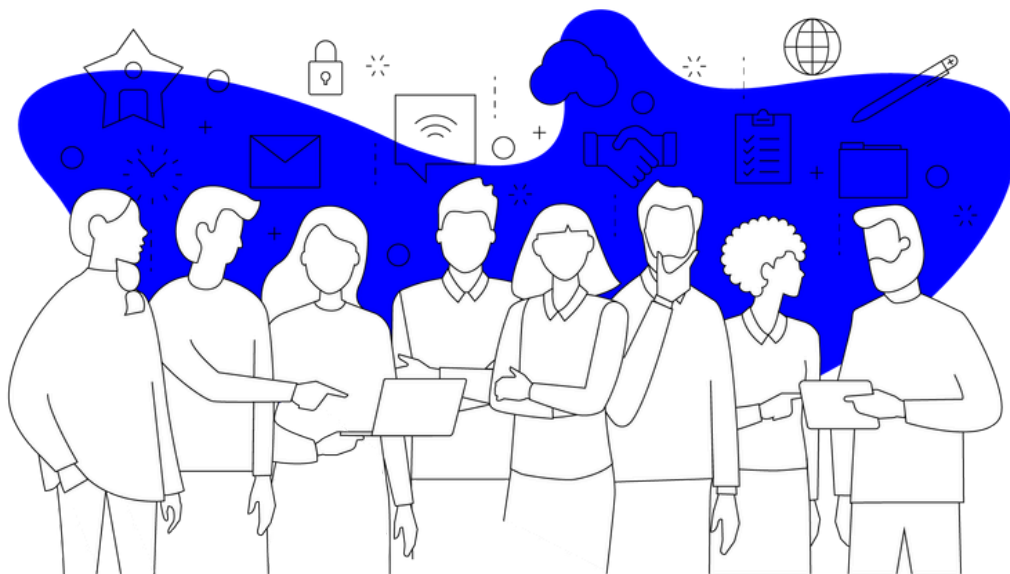
Throughout the program, you will:

- Identify and evaluate entrepreneurial opportunities
- Conduct user and customer research
- Test key assumptions and build prototypes
- Develop a viable business model
- Pitch your venture idea

ABOUT UNTERNEHMERTUM

UnternehmerTUM is Europe's leading center for innovation and business creation. Based in Munich, it supports entrepreneurs, startups, and established companies in transforming ideas into scalable ventures.

As a participant in Startup Launchpad, you are now part of this vibrant innovation ecosystem.



YOUR AI COMPASS

At UnternehmerTUM, we recognize the importance of responsibly engaging with Generative Artificial Intelligence (GenAI).

This course encourages you to develop the ability to work with AI tools in a thoughtful, ethical, and value-adding way — preparing you for an AI-enhanced workplace and society.

Guidelines for AI usage within the course will be shared during the program.

IMPORTANT DATES

SAVE THE KICK-OFF DATE

Participation in the Kick-Off session is mandatory.

Kick-Off Date:

October 19., from 17h to 20h

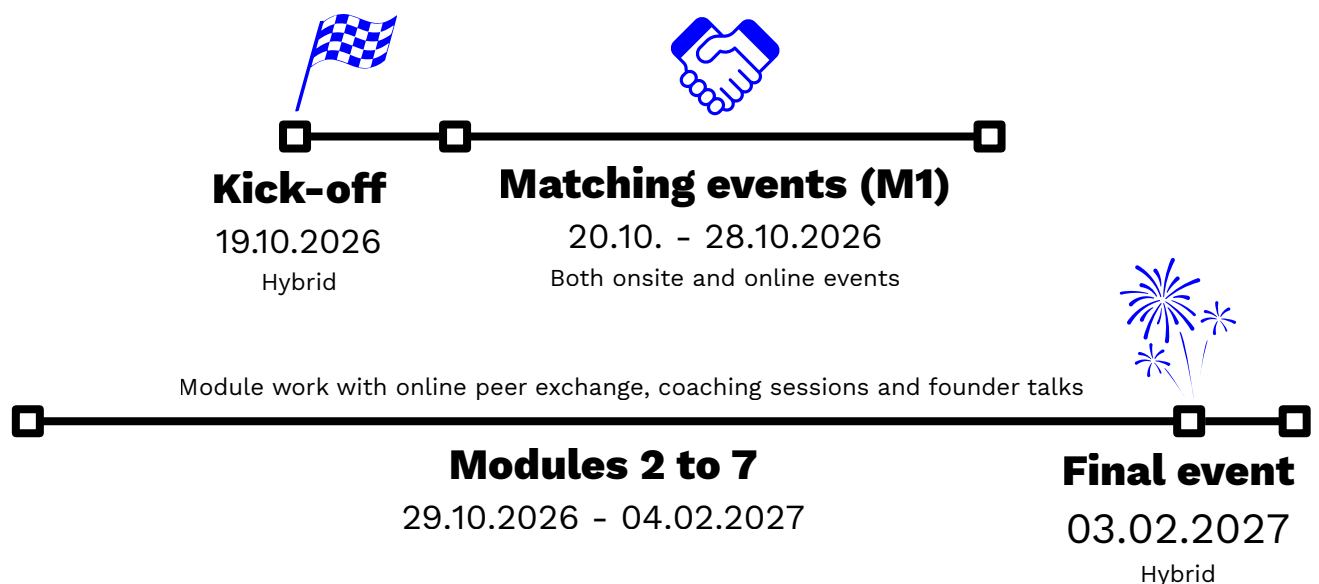
BLOCK THE MATCHING EVENTS

During Module 1, several matchmaking events will take place.

While participation is voluntary, we strongly recommend attending at least two events to increase your chances of forming a strong team.

By the End of Module 1, You Will:

- Form a team (2–5 members)
- Define your initial opportunity space
- Submit your Team Canvas



COURSE MODULES OVERVIEW

The course consists of the following modules:

1. Module 1: Team Formation & Opportunity Discovery
2. Module 2: Empathy Research & Synthesis
3. Module 3: Problem–Solution Fit
4. Module 4: Prototyping & Testing
5. Module 5: Market & Business Model
6. Module 6: Storytelling & Pitching
7. Module 7: Next Steps

Each module builds progressively toward validating your venture concept and preparing you for pitching.

Sounds good? Then register for the course!

We are happy to welcome you to our program.

More detailed information about the course content, communication, events, and grading will be shared with participants on Moodle throughout the course.

