



MEDIA
LAB
BAYERN

STARTUP GRÜNDEN! ABER WIE?!

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Es war einmal...



A person is sitting at a wooden desk, working on a silver laptop. The person's hands are visible on the keyboard. To the left of the laptop is a smartphone. To the right is a white coffee cup on a saucer. The background is slightly blurred, showing a chair and a wall. The entire image has a semi-transparent red overlay.

... eine Journalistin.

**Die wollte gute
Geschichten erzählen.**



... eine Startup-Gründerin.

**Die wollte ein gutes Produkt
bauen und Geld verdienen.**

MEDIA LAB BAYERN



GESTARTET 2015



19 STARTUPS



50+ PROJEKTE



3 HACKATHONS





**WARUM ZUR HÖLLE
SOLLTE ICH GRÜNDEN?**

BECAUSE STARTUPS DISRUPT

NEW STORYTELLING



NEW ADVERTISING



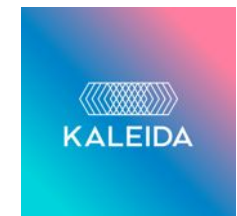
NEW BUSINESS MODEL



NEW READER APPROACH



NEW TECHNOLOGY





5 DINGE

**DIE DICH
VOM GRÜNDEN
(NICHT)
ABHALTEN
(SOLLTEN)**



1. ICH HABE KEINE ZEIT.

MACH'S NEBENBEI!

- "Marketing Coordinator Realizes Lifelong Dream of Starting own Magazine"
- "Gardening Mama Monetizes Frugal Living Blog"
- "Blogger shifts from Product to Sponsorship, makes 82,000 \$"



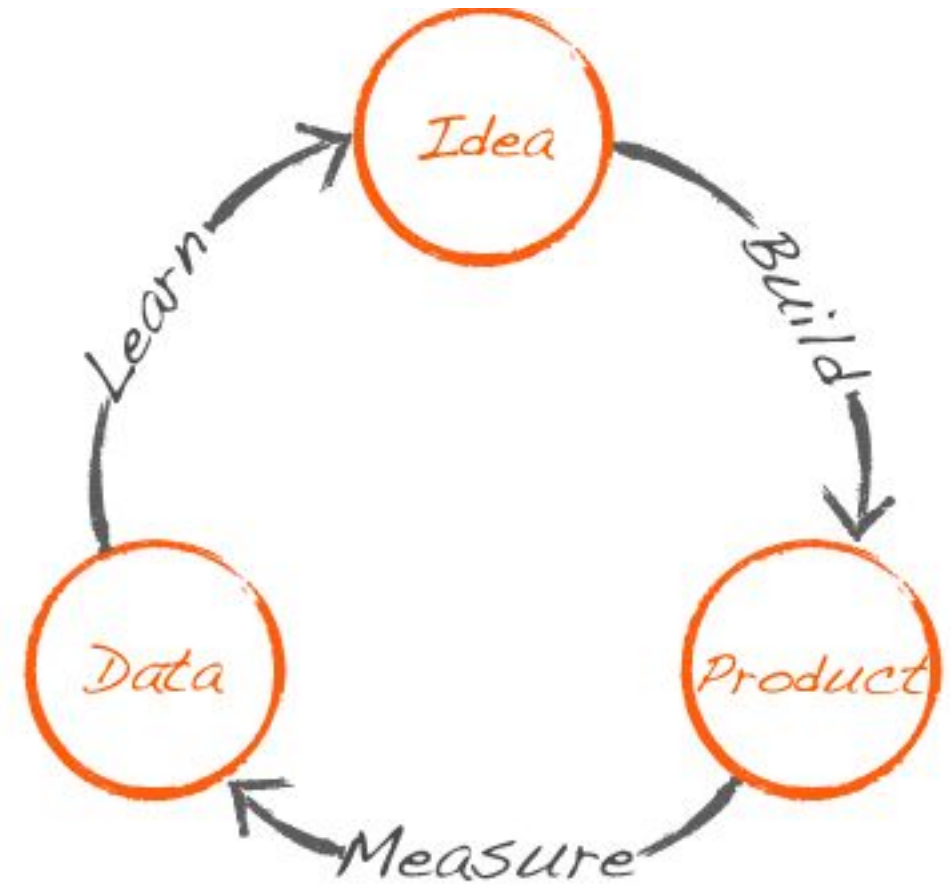
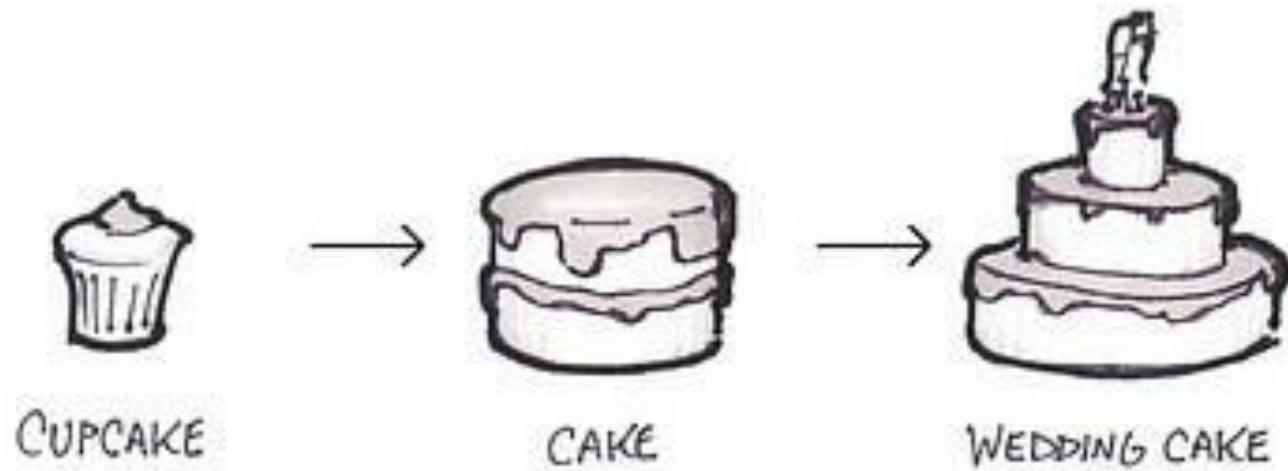


2. ICH BRAUCHE ERSTMAL GELD.



START SMALL!

START SMALL!





3. ICH HABE KEIN TEAM.



FIND A PACK!

INTERDISZIPLINÄR IST BESSER



Der Kontext



**4. WO SOLL ICH DENN
NUR ANFANGEN?**

A group of four people (three women and one man) are gathered around a whiteboard in a meeting room. The whiteboard has a title in German: "WIE MACHT CONTENT DAS FLIEGEN 2030 ZUM ERLEBNIS". Below the title, there are several sticky notes, some pink and some blue, with handwritten text. One pink note is titled "BIOMIMETISCHES ERLEBNIS" and another is titled "MIXED REALITY". The man on the right is holding a pen to his chin, appearing to be in deep thought or listening intently. The overall scene suggests a collaborative brainstorming session.

NUTZE METHODEN & MENTOREN

BUSINESS MODEL CANVAS





**5. ICH HABE ANGST ZU
SCHEITERN.**

FAIL FAST



SNAPTRACK

ABSCHLUSSBERICHT
MEDIA LAB BAYERN



~~SNAP TRACK UG~~

haulini

BERICHT NACH 6 MONATEN
MEDIA LAB BAYERN



~~SNAP TRACK UG~~

SNAP TRACK UG
haulini

BERICHT NACH 12 MONATEN
MEDIA LAB BAYERN

**FAILING SUCKS.
ABER ES WIRD
PASSIEREN.**





DER 7-PUNKTE-PLAN ZU DEINEM STARTUP



1. VISION ERKENNEN

WAS INTERESSIERT DICH?

WAS KANNST NUR DU?



2. PROBLEM FINDEN

JOURNALIST

Fängt mit
der Idee an.

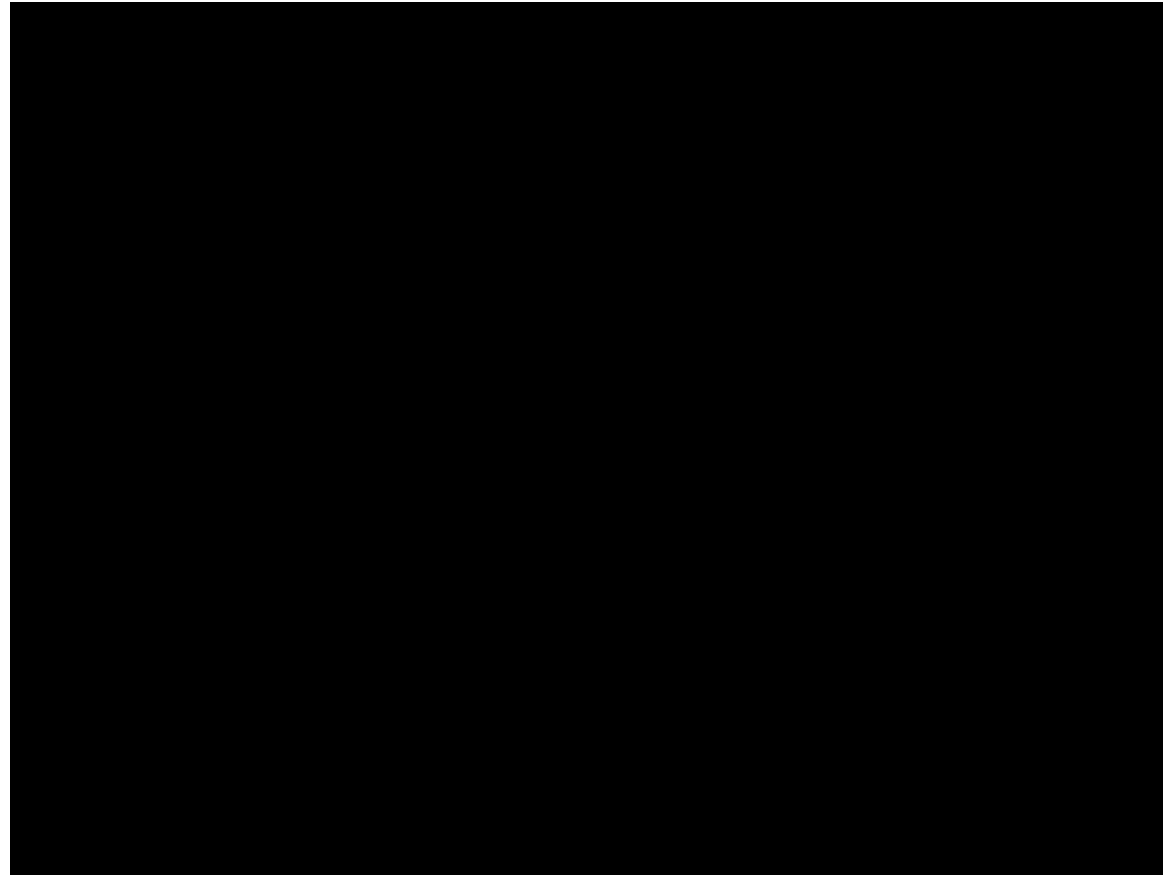
A close-up photograph of a person's hands typing on a silver laptop keyboard. The laptop is on a wooden desk, and a white coffee cup is visible to the right. The entire scene is overlaid with a semi-transparent red filter.

FOUNDER

Fängt mit
dem Problem an.

A photograph of a person jumping off a rocky cliff into the ocean. The person is in mid-air, and the ocean is below. The entire scene is overlaid with a semi-transparent green filter.

WER HAT WELCHES PROBLEM?





REDET MIT LEUTEN!

GIBT ES SCHON WORKAROUNDS?



KEINE "WÜRDEST DU?"-FRAGEN





3. LÖSUNG FINDEN

LÖSUNG FINDEN



CAPTAIN OBVIOUS

INSPIRATION IN ANDEREN BRANCHEN



AVIATION



MANUFACTURING



HEALTHCARE



INFRASTRUCTURE



ENGINEERING



HOSPITALITY



FMCG



ENERGY, OIL & GAS



RETAIL



EDUCATION



INFORMATION
TECHNOLOGY



LOGISTICS



FINANCE
BANKING



AUTOMOTIVE
MACHINERY



MEDIA



MARINE



FOOD & AGRO



4. **PROTOTYP BAUEN**

START SMALL

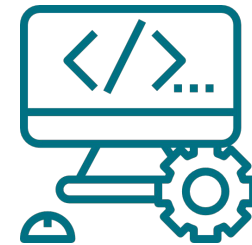


the
Buzzard

Newsletter

first real
product

???





5.
STARTEN

5 RESSOURCEN ZUM START



1. REDET MIT NUTZERN



2. START SMALL



MailChimp



WORDPRESS

TinyLetter

3. TEAM FINDEN

Meetup

4. METHODEN NUTZEN

 Strategyzer

 Udemy



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5. FAIL FAST





6. **WACHSEN**

WACHSEN

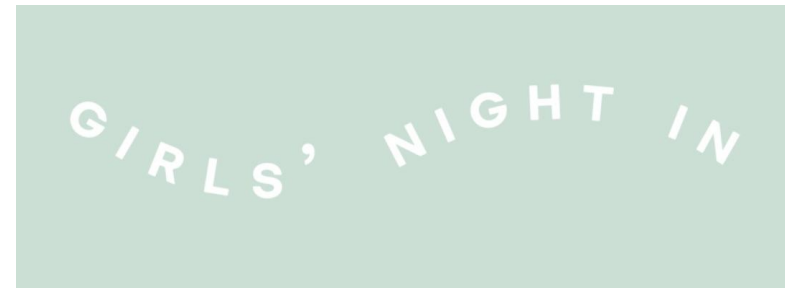


COMMUNITY



The Information

REFERRALS



ADS

Plantura

Das Gartenmagazin



7. GELD VERDIENEN

GELD VERDIENEN

NUTZER ≠ KUNDE

ES GIBT NICHT NUR EINEN WEG

WERBUNG | WEBINARE |
KONFERENZEN | EVENTS |
EIGENMARKEN | ABOS |
MERCHANDISING

The Facebook logo, consisting of the word "facebook" in its characteristic blue, lowercase, sans-serif font.

EDITION F

Plantura
Das Gartenmagazin



The background is a complex, abstract pattern of overlapping teal and dark blue geometric shapes, primarily triangles and polygons, creating a sense of depth and movement. The lines are thin and light, connecting various points to form a network-like structure. The overall color palette is monochromatic, ranging from deep navy blue to bright cyan.

YOU CAN DO IT!

GET IN TOUCH!

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