

EIZ SPARK ACADEMY

Turning Ideas into
Business Models

Deadline for Application 14.02.2025

Time and Place



From **27.02. - 03.04.2025**

Every Thursday from **1 - 5:00 p.m.**

6 Training Modules over 6 weeks



Gründungszentrum STARTBLOCK 2

Siemens-Halske-Ring 2 · 03046 Cottbus



10 Applicants will be selected



Click here to Apply: [Application Form](#)

Short Link: <https://shorturl.at/rWIMK>

EIZ SPARK Academy

EIZ SPARK Academy empowers energy researchers to transform innovative ideas into viable business models. The academy provides tailored business training, mentorship, and resources to bridge the gap between groundbreaking research and entrepreneurial success. Through a focused curriculum, SPARK Academy equips program participants with the skills to launch impactful startups, fostering a new generation of energy entrepreneurs.

Training Modules



Business Ideation

Ideality, Persona, Value Proposition Canvas, Ideation with AI



Problem Solution Fit

Lean Canvas, Hypotheses Testing and Validation Interviews



Market Analysis

Market Segments, SOM SAM TAM, Blue Ocean & Benchmark



Business Model Development

55 Patterns, Minimum Viable Product, Outreach & Sales (incl. LinkedIn)



Finance and Funding

Business Case, ROI & Break Even, Investors, Loans, Grants, etc.



Pitch Deck & Pitch Preparation

Storytelling & Argumentation and Pitch Deck

Contact us



Event Organisation

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Brandenburg
University of Technology
Cottbus - Senftenberg

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