



GET IN TOUCH & EXPLORE THE POSSIBILITIES:



#reCoworking

Rethink coworking
and shape it.



Build it.

**MAKER
STARTUPS**

Create your
Hardware Startup.



Find Student-Jobs
and Internships

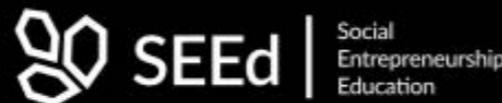


JOBSTARTER

Get connected to the
german job market.

spice[®]

Boost your
startup ideas.



Be the change.



Startup your ideas.



Develop your 21st century skills.

HARM BRANDT

harm@opencampus.sh

**STARTUP VS. CORPORATE
STARTUP ÖKOSYSTEM
INSPIRATION**

STARTUP VS. GROßUNTERNEHMEN

KLISCHEES

9:00 AM: WAKE UP TIME



10:00 AM: AWESOME
BREAKFAST



11:00 AM: SOME WORK



13:00 PM: LUNCH TIME



14:30 PM: WORKSHOP



16:00 PM: SPORTS



16:00 PM: E-GAMING



18:00 PM: PITCH EVENT



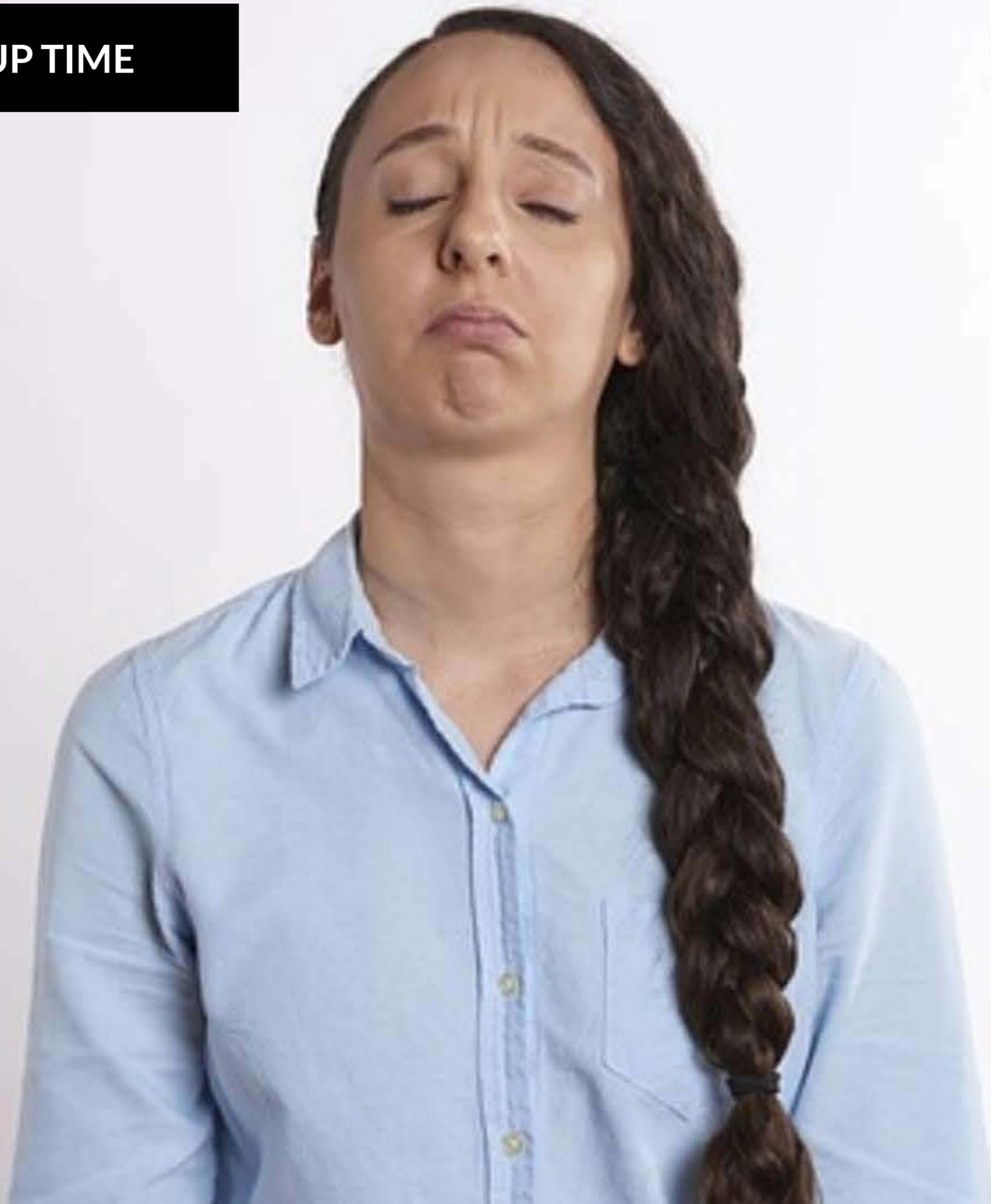
DAS GROßUNTERNEHMEN

KLISCHEES TEIL 2

HARM BRANDT

harm@opencampus.sh

7:00 WAKE UP TIME



9:15 FRÜHSTÜCKSPAUSE



12:00 MITTAGSPAUSE



13:00 ARBEITEN



15:00 MEETING

They're just pretending to pay attention.



17:00 FEIERABEND

"WELCHES ZIEL HABEN SIE?"

FEIERABEND.

"LÄNGERFRISTIG GESEHEN?"

WOCHENENDE.

ALSO WAS KÖNNEN WIR VON STARTUPS LERNEN?

ZUSAMMENFASSUNG



ZUSAMMENFASSUNG



ZUSAMMENFASSUNG



**THERE MUST BE
SOMETHING**

Entrepreneurship

Stewardship

STARTUPS VS. GROßUNTERNEHMEN

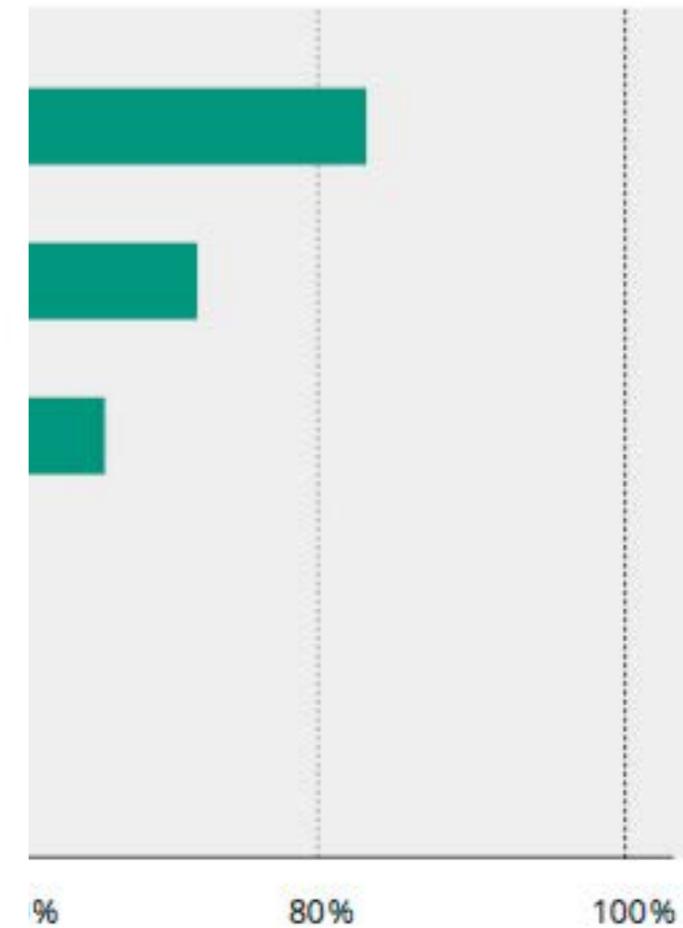
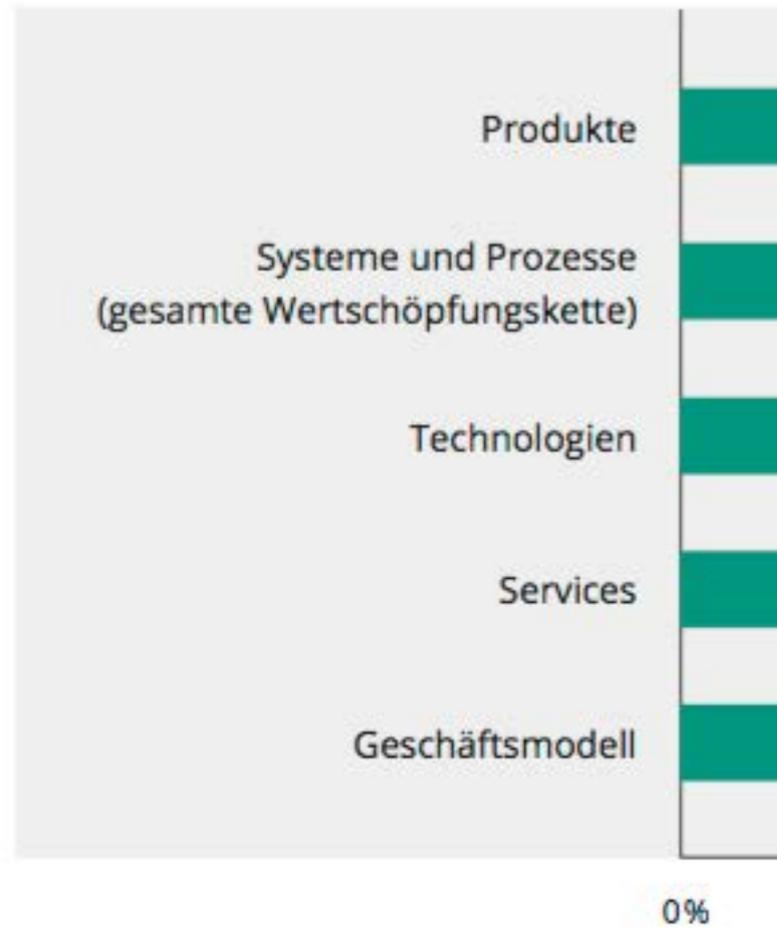
Flache Hierarchien
Kurze Entscheidungswege
Offen für innovative Ideen
Flexibleres Agieren am Markt
Häufig geringere Kapitaldecke
Flexiblere Strukturen
Agileres Handeln am Markt
Unternehmergeist als
Lokomotionsfunktion
Fokus: Kundenorientierung, Wachstum

...

Umfangreiche Hierarchien
Lange Entscheidungswege
Geringe Offenheit für innovative Ideen
Schwerfälligeres Agieren am Markt
Häufig ausreichende Kapitaldecke
Angepasste Strukturen
Träges Handeln am Markt
"Politik" als Frustrationsfaktor
Fokus: Effizienzerhöhung +
Kostenminimierung

...

LEBENSDAUER UNTERNEHMEN



INDUSTRIE-MONITOR: INNOVATION 2016: Eine Studie der Staufen AG

THE UNICORN CLUB – THE BILLION DOLLAR STARTUP CLUB



Companies valued at **\$1 billion** or more by venture capital firms

	LATEST VALUATION	COUNTRY
UBER	\$51B	USA
Xiaomi	\$46B	China
airbnb	\$25.5B	USA
Palantir	\$20B	USA
snapchat	\$16B	USA
Didi Kuaidi	\$16B	China
flipkart	\$15B	India
SPACEX	\$12B	USA
Pinterest	\$11B	USA
Dropbox	\$10B	USA

STARTUP DEFINITION

“The concept of entrepreneurship includes anyone who works within my definition of a startup: a human institution designed to create new products and services under conditions of extreme uncertainty... I believe ‘entrepreneur’ should be considered a job title within all modern companies...”

— Eric Ries, *The Lean Startup*

„PAUSE“













ÖKOSYSTEME STARTUPS

DAS GRÜNDERÖKOSystem



INNOVATION HUB

HACK
VIDEO
CITY



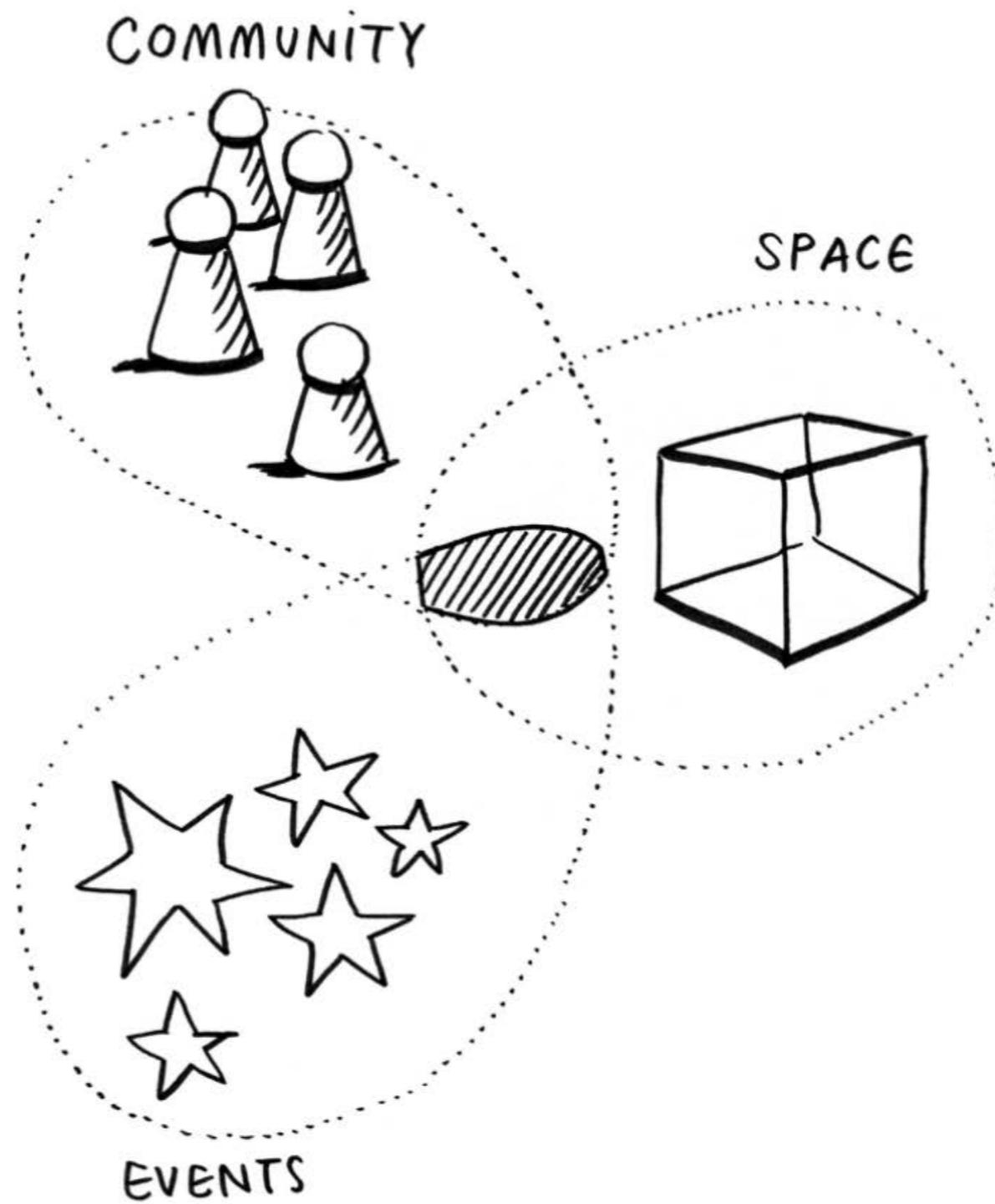


Illustration: Eva Hartmann

What makes hubs different is that they have the explicit mission to foster innovation by promoting learning and the sharing of ideas.

COWORKING

HUBS / LABS

INKUBATOREN

AKZELERATOREN

STARTERKITCHEN



COACHING

Wir begleiten deine Gründungsidee mit einem regelmäßigen und reflektierenden Coaching. Zu Spezialthemen arbeiten wir mit Experten zusammen.



WORKSHOPS

Unsere regelmäßig stattfindenden Workshops behandeln eine Vielzahl gründungsrelevanter Themen von A - Z.



CO-WORKING

Auf 400m² bieten wir dir und deinem Team Gemeinschaftsarbeitsplätze, Besprechungsräume und eine voll ausgestattete Küche.



MENTORING

Wir begleiten deine Gründungsidee mit einem regelmäßigen und reflektierenden Coaching. Zu Spezialthemen arbeiten wir mit Experten zusammen.



EVENTS

Unsere regelmäßigen Netzwerkevents ermöglichen dir den Austausch mit anderen Gründern und Gründerinnen, Coaches und Experten.



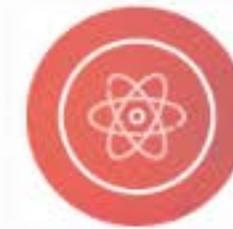
TEAM SUPPORT

Du brauchst Verstärkung für dein Team? Wir helfen dir!



FUNDING

Ohne Moos nix los. Wir unterstützen dich bei deiner ersten Finanzierung. Mehr Infos unter:
[Gründungsstipendium Schleswig-Holstein](#)



LEHRVERANSTALTUNGEN

Dein Startup wird Teil von gründungsorientierten Lehrveranstaltungen von edu.opencampus.sh.



Offenes Frühstück (für Gründer:innen und alle Interessierten)

März 7 @ 9:30 - 10:15

starterkitchen.de, Kuhnkestraße 6
Kiel, 24118 Germany



Wir laden Euch herzlich zu unserem offenen Frühstück ein! Jeden Mittwoch ab 09.30 treffen sich die Startups, Gründer:innen, Studierende, Angestellte oder Neugierige im starterkitchen.de #Innovationhub zum...

[Mehr erfahren »](#)



PROTOTYPING WEEK #PTW'18

26 FEB - 2 MAR

2018 WEEK

WISSENSCHAFTSPARK KIEL

FROM IDEA TO PRODUCT

APPLY NOW > [www.innovation.de](#) | [starterkitchen.de](#)

Logos for sponsors: chatShopper, market research, OPENCAMPUS, spice, Interreg.

Hackathon #AI & #ChatBots

27.02.2018 @ 10:00 | [starterkitchen.de](#)
28.02.2018 @ 15:30 | Kuhnkestr. 6, Kiel

more information & registration:
www.opencampus.sh/hackathon

Logos for sponsors: chatShopper, market research, OPENCAMPUS, spice, Interreg.



INDIEGAME **Slamtlisch**

SCHLESWIG HOLSTEIN

IF (game) SH;

ARBEITSWEISEN

TECHNOLOGIEN

NEUGIERDE

GRÜNDUNGSERLEBNIS

TALENTE

TOOLS

Coworking Management

COWORKING PRINZIPIEN

METHODEN: LEAN STARTUP

HOLACRACY

COWORKING PRINZIPIEN

SELEKTIVITÄT

DIVERSITÄT / OFFENHEIT

RAUM BEDINGT INTERAKTION

KOOPERATION

NETZWERKE

SERENDIPITY

ENGAGEMENT ERMÖGLICHEN

LERNEN

METRIKEN

<https://mashable.com/2011/03/01/managing-coworking-space/>

Coworking Management

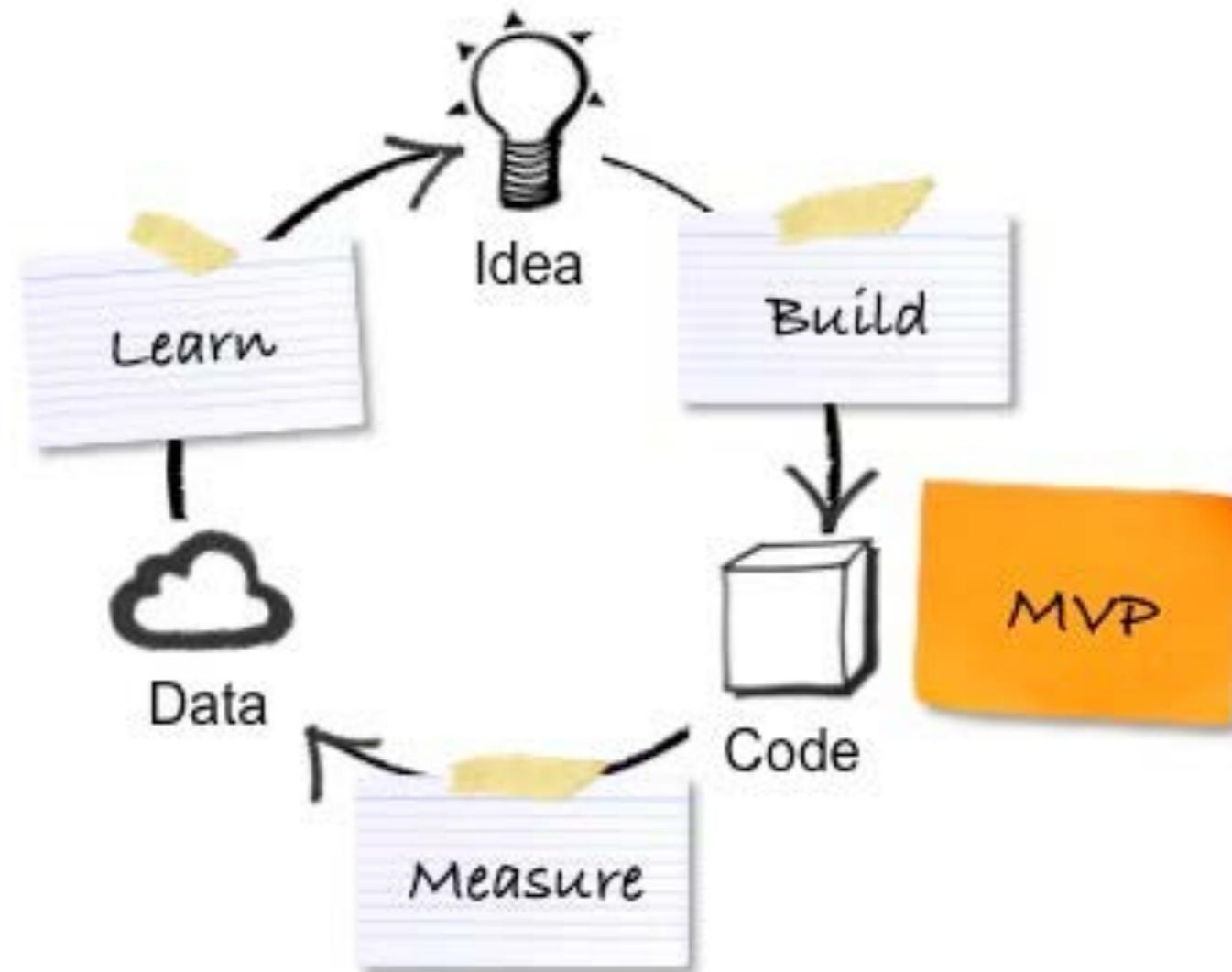
wie wir arbeiten

COWORKING PRINZIPIEN

LEAN STARTUP

HOLACRACY

LEAN STARTUP



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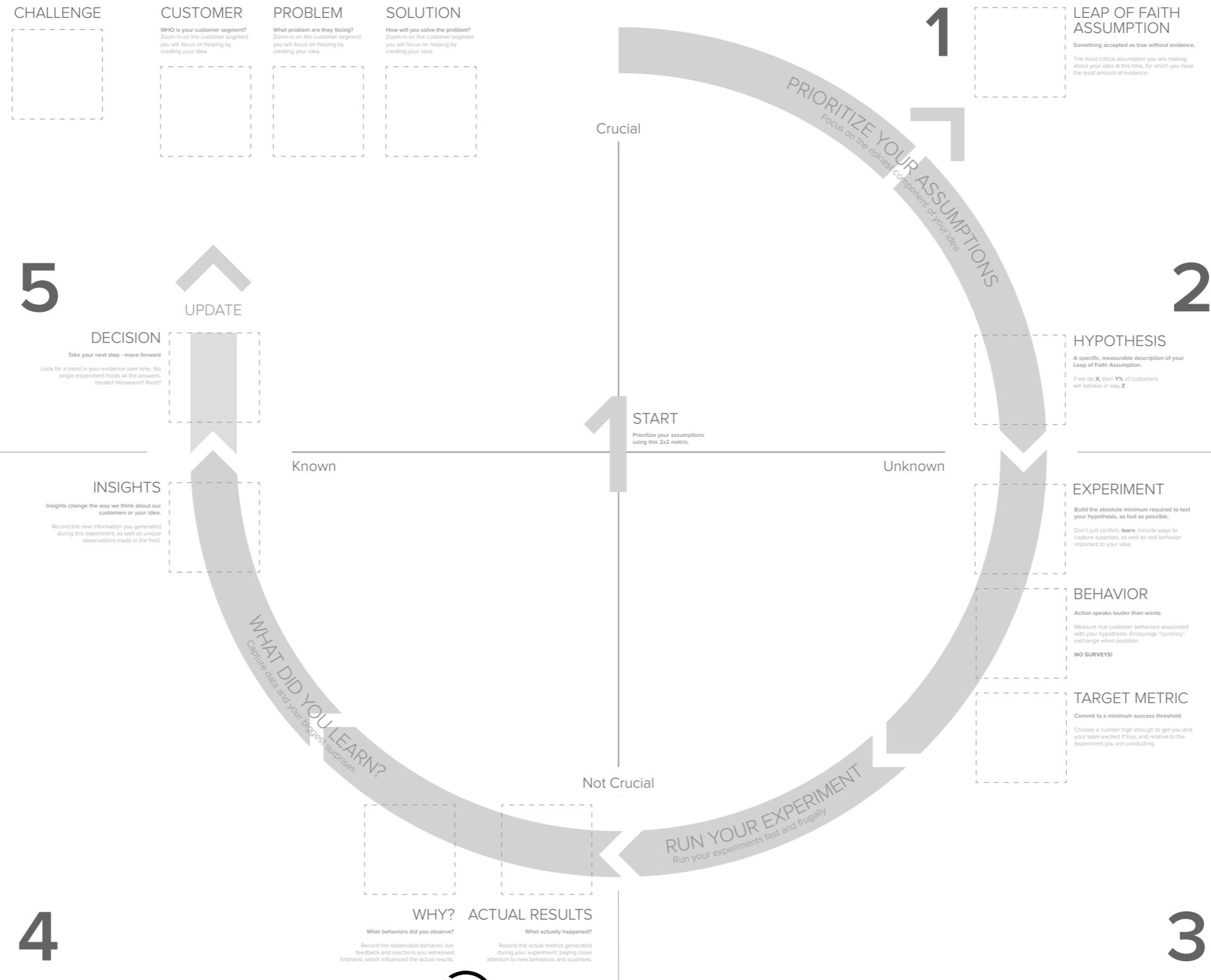
LEAN STARTUP

EXPERIMENT LOOP

MOVES THE NEEDLE

The LEAP Loop is designed to help your team prioritize hypotheses, record experiments and make decisions based on evidence. Use in conjunction with the Experiment Map. For more detailed instructions, please visit www.ExperimentMap.com

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Coworking Management

COWORKING PRINZIPIEN

LEAN STARTUP

HOLACRACY

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HOLACRACY



SELF-MANAGEMENT PRACTICE FOR ORGANIZATIONS

Holacracy empowers people to make meaningful decisions
in pursuit of your organization's purpose.

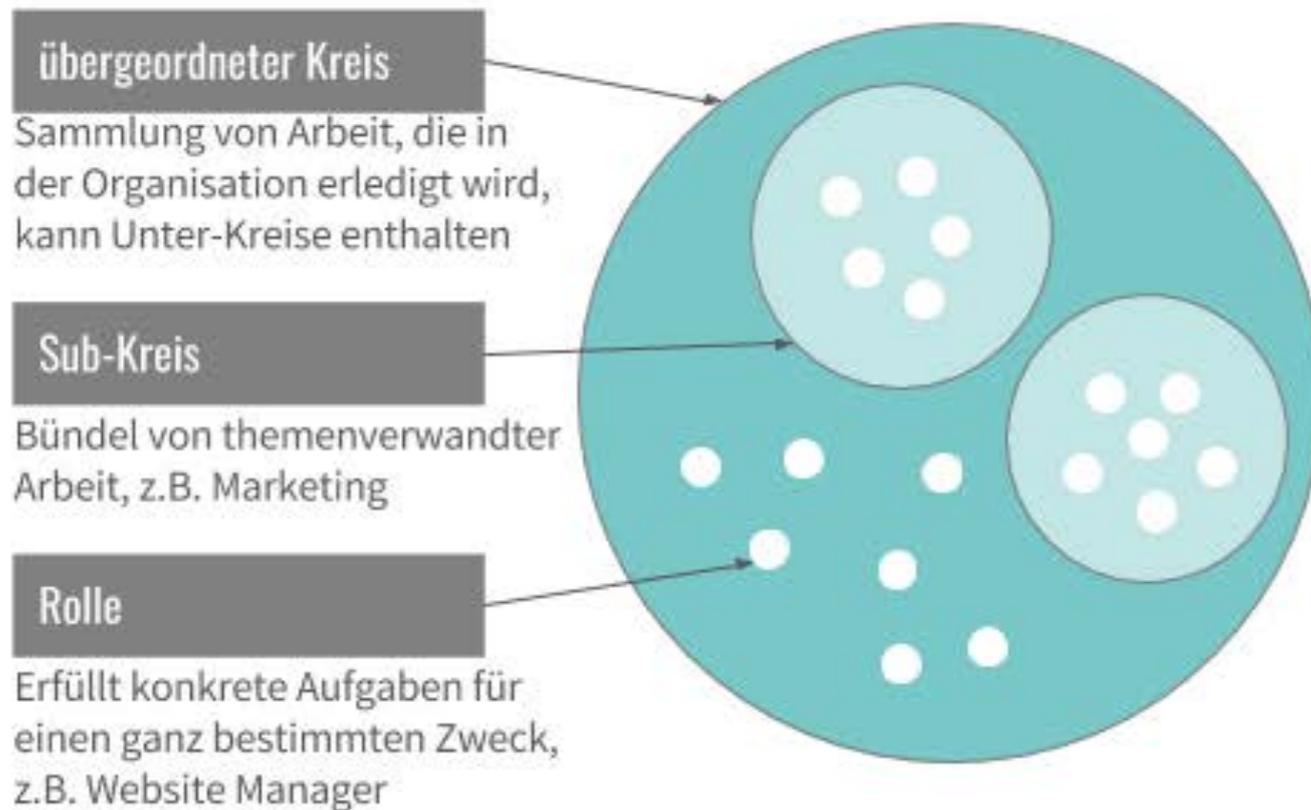
<https://www.holacracy.org/>

HOLACRACY

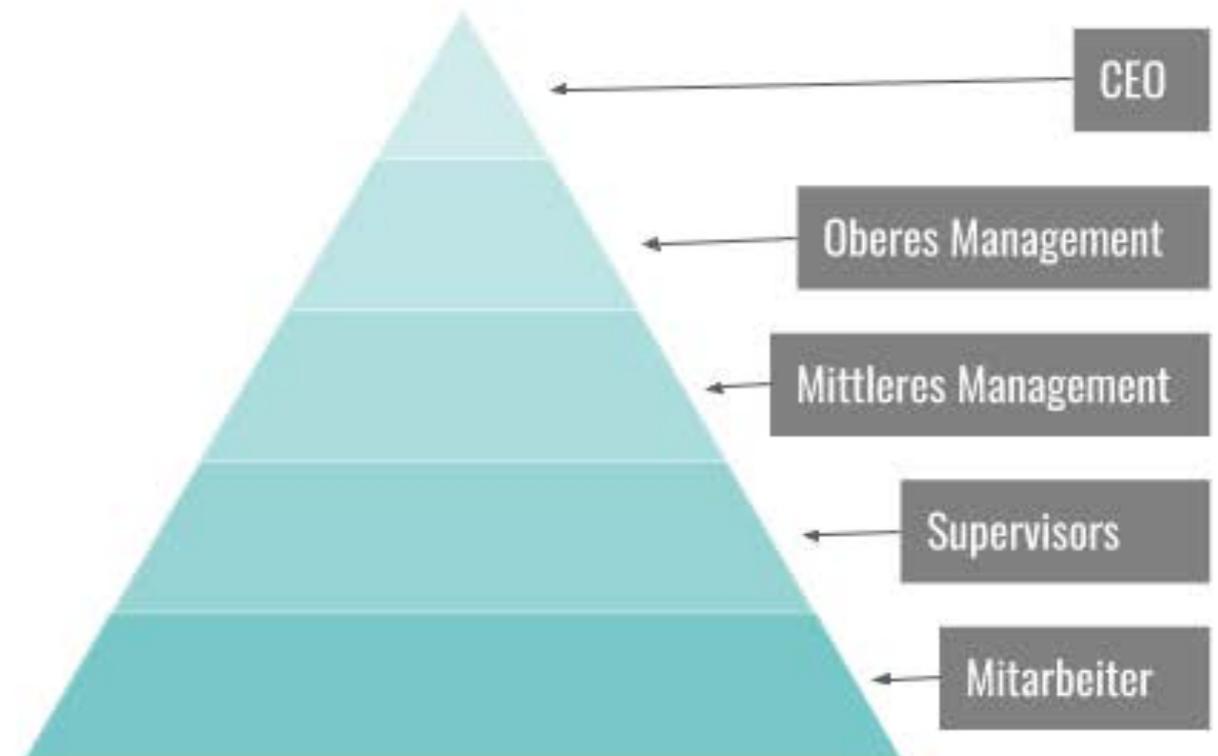


HOLACRACY GEGENÜBER HIERARCHIE

Holacracy nimmt die Macht, die in traditionellen Unternehmen gewöhnlich bei der Geschäftsleitung und den Managern liegt, und verteilt sie auf alle Mitarbeitenden.



In einer **traditionellen Hierarchie** gibt es unterschiedliche Managementebenen, auf die entsprechend Macht und Entscheidungsbefugnisse verteilt werden.



MAßNAHMEN IM ÖKOSYSTEM VON UNTERNEHMEN

ARBEITSUMFELD

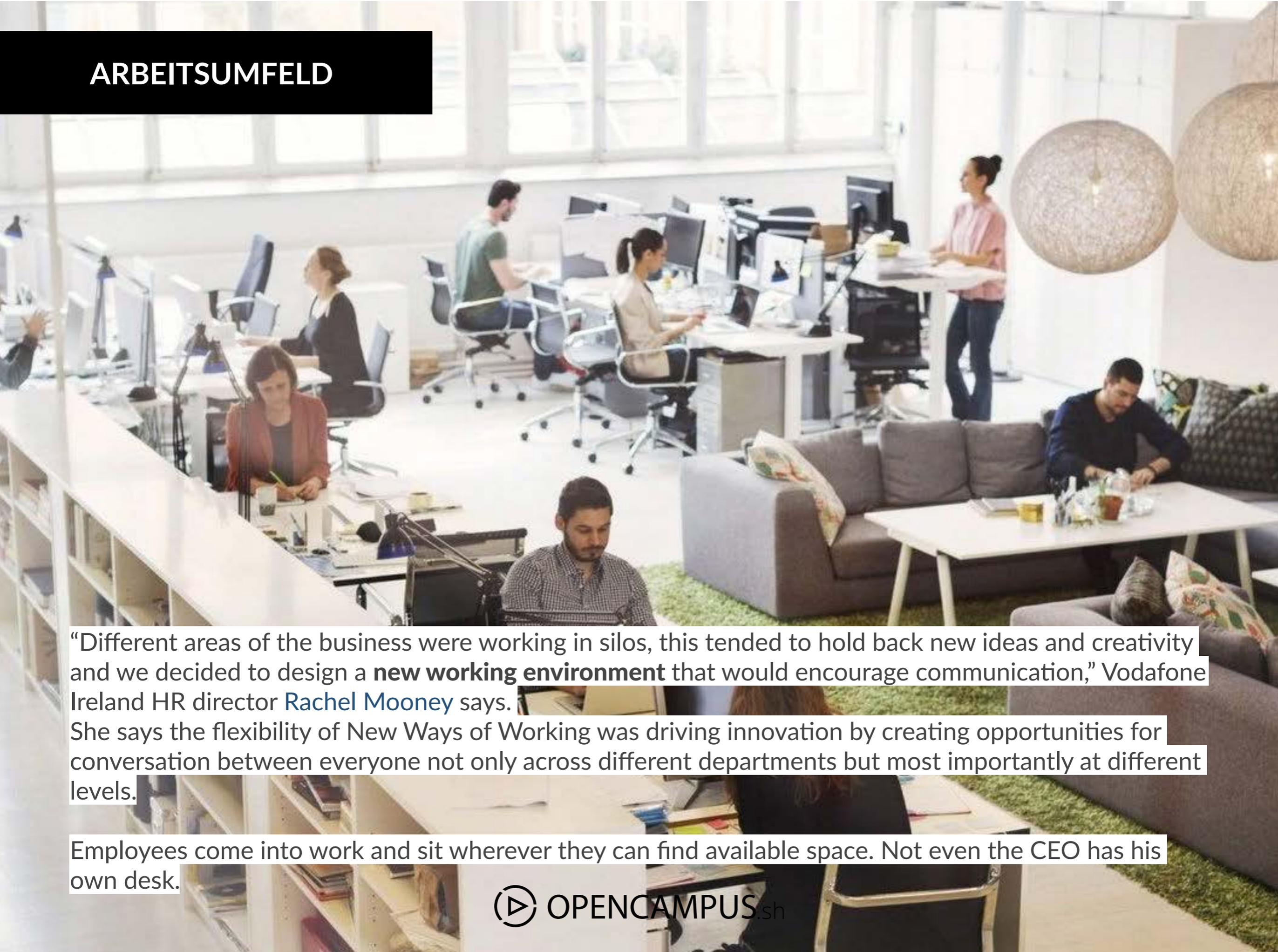


ARBEITSUMFELD



“One room in the innovation lab is the kitchen. It has whiteboards from top to bottom all over the room so people can improvise and create prototypes in real time. There is a certain ambience in the room which lets people know they have permission and license to innovate,” according to [Martin Curley](#), director of Intel Labs Europe.

ARBEITSUMFELD



“Different areas of the business were working in silos, this tended to hold back new ideas and creativity and we decided to design a **new working environment** that would encourage communication,” Vodafone Ireland HR director [Rachel Mooney](#) says.

She says the flexibility of New Ways of Working was driving innovation by creating opportunities for conversation between everyone not only across different departments but most importantly at different levels.

Employees come into work and sit wherever they can find available space. Not even the CEO has his own desk.

IDEEN

1,000 SMALL THINGS

Each of us can make a difference in our own way. Together, let's fill this screen with 1,000 Small Things to make us 'always easiest'. If you can make it happen, any idea can work.

How it works

- Stand a few feet away and hold your right hand in front of the screen
- Each bubble represents an idea. Hold your hand over one and it will expand to show more info.
- If you find an idea that you think stands out, hold your hand over the search button to find it.

Getting around

- There are six categories of ideas, each represented by a different colour.
- Hold your hand over a colour button to see the ideas it refers to.
- Hold your hand over the button longer to display only those ideas.
- Use the 'Search' button to search for ideas using the touch screen.
- To save everything, just hold your hand over the save button.



Implement some of the ideas employees come up with. Ideas have to be implemented or they're not worth anything. To truly innovate, companies need to ensure a culture that supports new ideas and new ways of doing business efforts, but also execute those ideas. Vodafone runs a “**1,000 Small Things**” initiative whereby employees are asked to make one small improvement within their daily job – not just contributing to a collective library of great ideas but actually making change happen.

IDEEN

In an effort to encourage innovation at [Accenture](#) in Ireland, the company organised a **Festival of Ideas**, which saw 1,400 employees coming together in one room to brainstorm.

“Innovation has been a hot topic for Accenture in the last few years. We have had lots of conversations and brainstorming sessions about how we as a firm can be more innovative,” Accenture Ireland HR director [Suzanne Jeffrey](#) says.

“About 18 months ago we came up with the Festival of Ideas to bring the workforce together to generate ideas. We had 1,400 Irish employees in one room all talking and coming up with ideas.”

IDEEN



Adobe rolled out the “**Adobe Kickbox**” program, which offers any employee the chance to be an innovator. As part of the scheme, employees get access to a ‘kickbox’ — a red paper box containing \$1,000 of seed money, instructions for Adobe’s six-step innovation process and other innovation tools – that intrapreneurs are free to use to test new product ideas.

IDEEN

**DID IT,
YOU???**

Every day he spends hours in simulators. Exposes himself to micro-gravity. Survives only on oxygen cylinders. Writes with nitrogen-charged pens. Eats dehydrated power in his meals. Trains himself rigorously for months and years. And then he begins his journey. The journey that he was awaiting all these years. The journey to his dream. The dream to reach his space...

SHOOT FOR THE MOON!

'Man On The Moon' competition is back, the 8th time, to stimulate entrepreneurial skills throughout the organisation and generate new viable business ideas.

A global internal business plan competition open for all Danfoss and Sauer-Danfoss employees, 'Man On The Moon' brings the unique opportunity to network and meet colleagues from across the world, and challenge conventional wisdom of the organisation.

Participate to unleash the inner business leader in you and be the **'Man On The Moon'!**

Man on the Moon is an annual business plan competition involving each and every employee in Danfoss. The mission is radical innovation, which Danfoss has realized is most likely to happen when you collect internal knowledge and experience across business units and national borders. The key element of the Man on the Moon competition is matching a great idea with a team of people with the right competencies to bring the idea to life.

Every year the result at Danfoss is striking: radical business ideas are developed and several products have already been launched as a result of the competition.

The countdown has begun  **OPENCAMPUS.sh**



IDEEN

Google for example allocates a notional 20 per cent of time for their workers to develop their own ideas for the company, and work on personal, intrapreneurial projects.

It's something Eric Schmidt knows well, too. As Google's former CEO and current chairman, Schmidt is known for an

anti-

management philosophy.

At Google, he introduced the notion that

product leaders should persuade engineers to join their team.

He even helped implement the famous

free-time rule, allowing employees to spend 20 percent

of their time on

anything they want. And as Schmit shares, provided another benefit: allowing employees to push back against unreasonable managers.

"The interesting thing about 20 percent time, is -- although it's reported as, you get to spend one day doing whatever you want -- what it *really* served was a check and balance on the power of the engineering management over the subject,"

TEN X - PHILOSOPHY

MACHEN



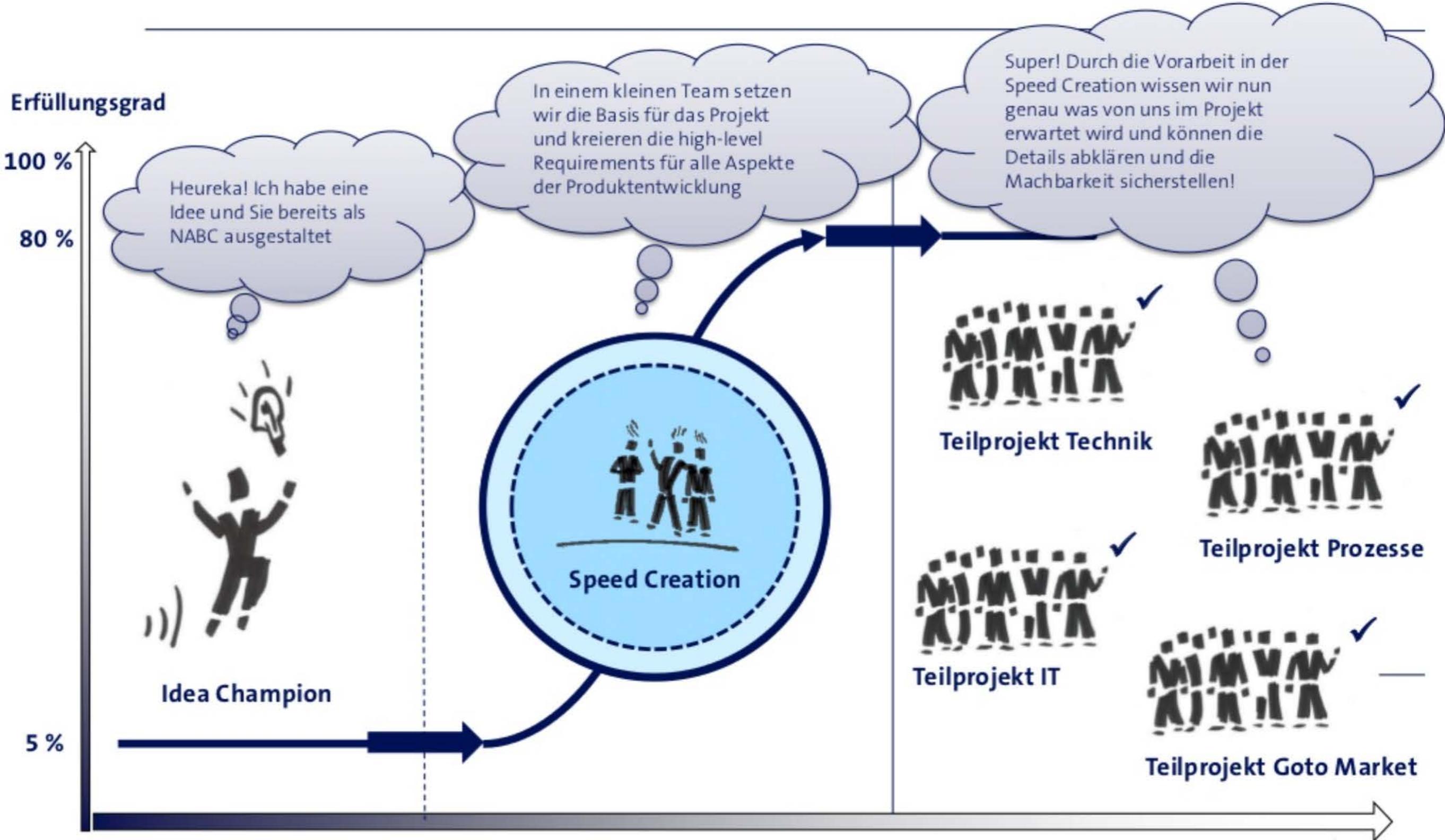
Australian software company [Atlassian](#) encourages employees to take “FedEx Days”-paid days off to work on any problem they want. But just like FedEx, they must deliver something of value 24 hours later.

HACKATHON – INNOVATION DAYS – FIRECAMPS – CORPORATE BARCAMPS

MACHEN

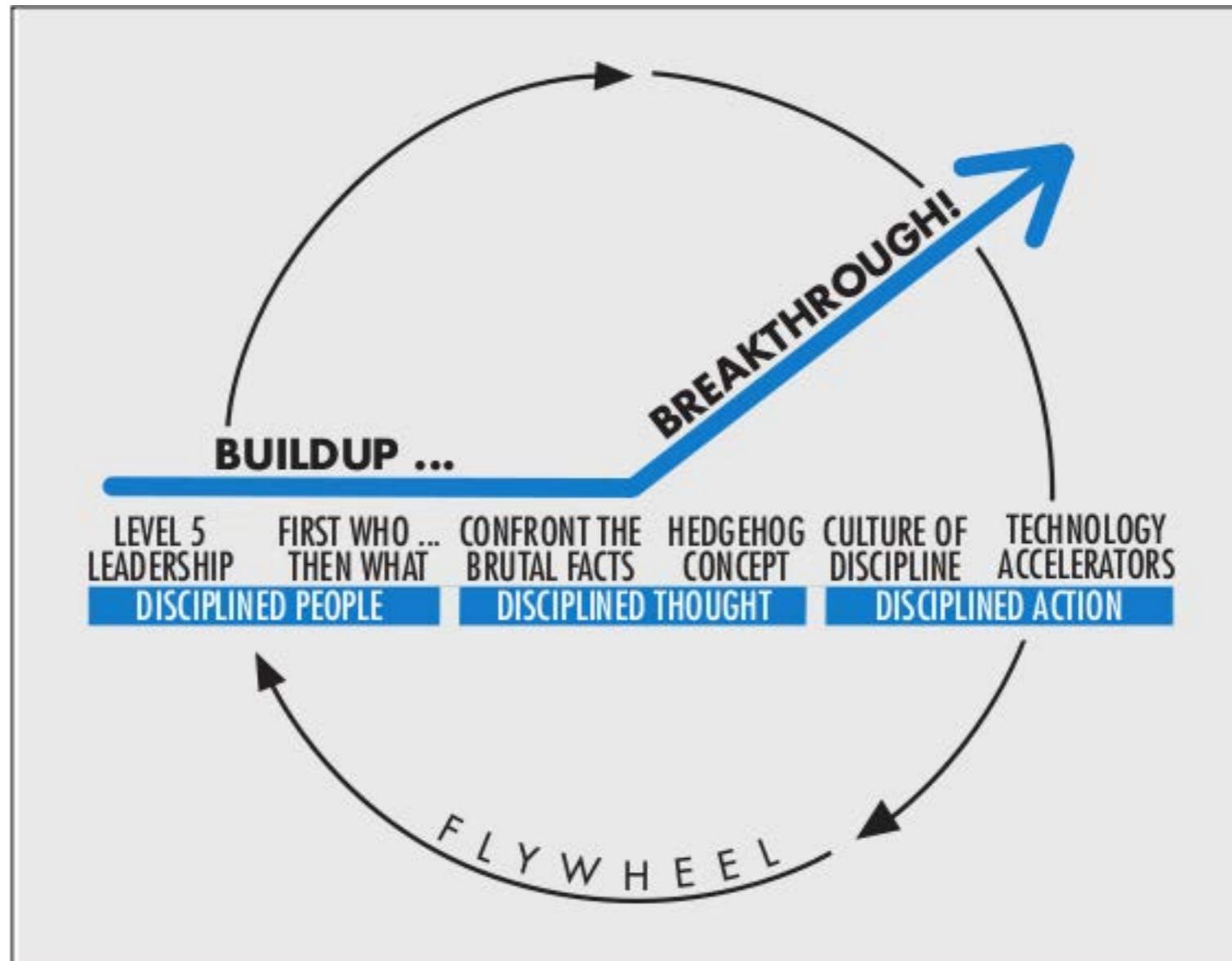


swisscom



WAS HABEN ERFOLGREICHE UNTERNEHMEN UND STARTUPS GEMEINSAM?

LEADERSHIP



LEADERSHIP



Jim Collins



The Entrepreneurially Challenged Firm

- Ablehnende Haltung gegenüber Innovationen



The Accidentally Entrepreneurial Firm

- Innovationen und Prozessverbesserungen werden eher durch Zufall als durch Absicht realisiert



The Entrepreneurial Oriented Organization

- Mitarbeiter werden zur Unterbreitung von Innovationsvorschlägen animiert
- Organisation ist primär jedoch auf Verfolgung inkrementeller Innovationen ausgerichtet



The Entrepreneurial Organization

- Motivation der Mitarbeiter unternehmerisch zu denken
- Radikale Innovationsvorschläge sollen unterbreitet werden
- Gewisser Teil der Arbeitszeit kann eigenen Projekten gewidmet werden

The Corporate Innovation Ecosystem: Understanding the Players, Tensions, and Key Strategic Questions

Why is corporate innovation so difficult? A broad coalition of players, inside and outside of your organization, must be aligned for real innovation to take hold—and the different constituencies don't always share the same motivations and incentives. Use this map and the discussion questions below to engage the players, start conversations, and build a shared understanding of common goals, so that you can work together to make meaningful progress.

THE CORE

The core business is the source of profits and power. When it's doing well, there's little hunger for real innovation. When it's struggling, the first impulse is to cut costs rather than invest in new products and services. Without long-term support from executives in the core, innovation efforts fail.

1 CEO and Leadership Team

At some companies, a sole C-level executive is the key innovation cheerleader. Innovation groups benefit from broader support throughout the core business, though it's best to avoid creating a 20-person innovation committee that can find plenty of reasons to kill promising projects.

2 Business Units

Business units tend to want incremental ideas that can deliver revenue in the short-term, rather than disruptive innovations that might undercut the current offering.

3 IT, 4 Finance, 5 HR, and 6 Marketing

Some of these functions can slow the momentum of innovation teams, dwelling on risks or following "standard procedure." Some may feel they should own innovation. It's best to start cultivating allies early rather than late.

7 Corporate Development

"Buying innovation" through acquisitions is something many companies prefer over organic innovation, though the price can be steep and integration can be a challenge.

8 Research and Development

Companies with long-standing R&D groups sometimes feel frustrated. Should all ideas about the future of the business come from R&D? These groups can also be insular and reluctant to source solutions from outside the company. But R&D done right can attract top talent and create competitive advantage.

9 Sales and Support

Sales can be a rich source of insights about customer problems, which innovation groups would be wise to address. The sales and support teams can also gripe about selling something that's tough to support, priced too low, or relies on a different business model.

DISCUSSION QUESTION:

What incentives can you put in place for these constituencies to embrace new ideas and help launch them, rather than poking holes and withholding resources?



NEW INNOVATION INITIATIVES

Innovation initiatives tend to sit at the edge of the business, without the same resources or attention as the core.

10 Innovation Theater

Coming soon...the splashiest spectacle you've ever seen! Watch the CEO pass out trophies. Marvel as a visiting keynote speaker shares the secrets to brilliant ideas in 60 minutes or less. It can be exciting the first time around, but will people return for the sequel?

11 Innovation Labs and Incubators

At their best, innovation labs create a new place for exploring new technologies, building prototypes, and collaborating with customers. At their worst, they're Disney-esque showcases intended to impress visitors and prospective hires.

12 Corporate Accelerators

With the right structure and marketing, accelerators can attract startups working in your industry, and potentially spark investments, pilot tests, and partnerships.

13 Skunk Works

Insulated from near-term demands, this crew can focus on "blue sky" projects with major potential. The risk? Insufficient support from the core business when it's time for launch.

DISCUSSION QUESTIONS:

What is the expected outcome from your innovation initiative, over what timeframe? What resources will you need?

STARTUP ECOSYSTEM

With so many meetings, it can be tough for executives to escape the building. Innovation teams seek to change that dynamic by creating new ways to connect with 14 startups, 15 university researchers, 16 venture capitalists, and even 17 solo inventors who may supply winning solutions to a crowdsourcing competition.

DISCUSSION QUESTIONS:

How can you reduce the friction of working with outsiders, and position your company as the "collaborator of choice" in your industry?

CUSTOMERS

At most companies, sales and marketing departments feel like they "own" the customer relationship, but a growing number of companies embracing the concepts of "lean startup," "design thinking," or "customer co-creation" are allowing more employees to interact with customers. Even when this doesn't result in new revenue, it can strengthen customer loyalty, which is always a win.

DISCUSSION QUESTIONS:

What barriers exist to bringing customers into the innovation process? How can you quickly test new concepts with them?

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<http://blog.strategyzer.com/posts/2017/5/15/the-corporate-innovation-ecosystem>

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STARTUP ECOSYSTEM

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WARUM COWORKING MANAGEMENT?

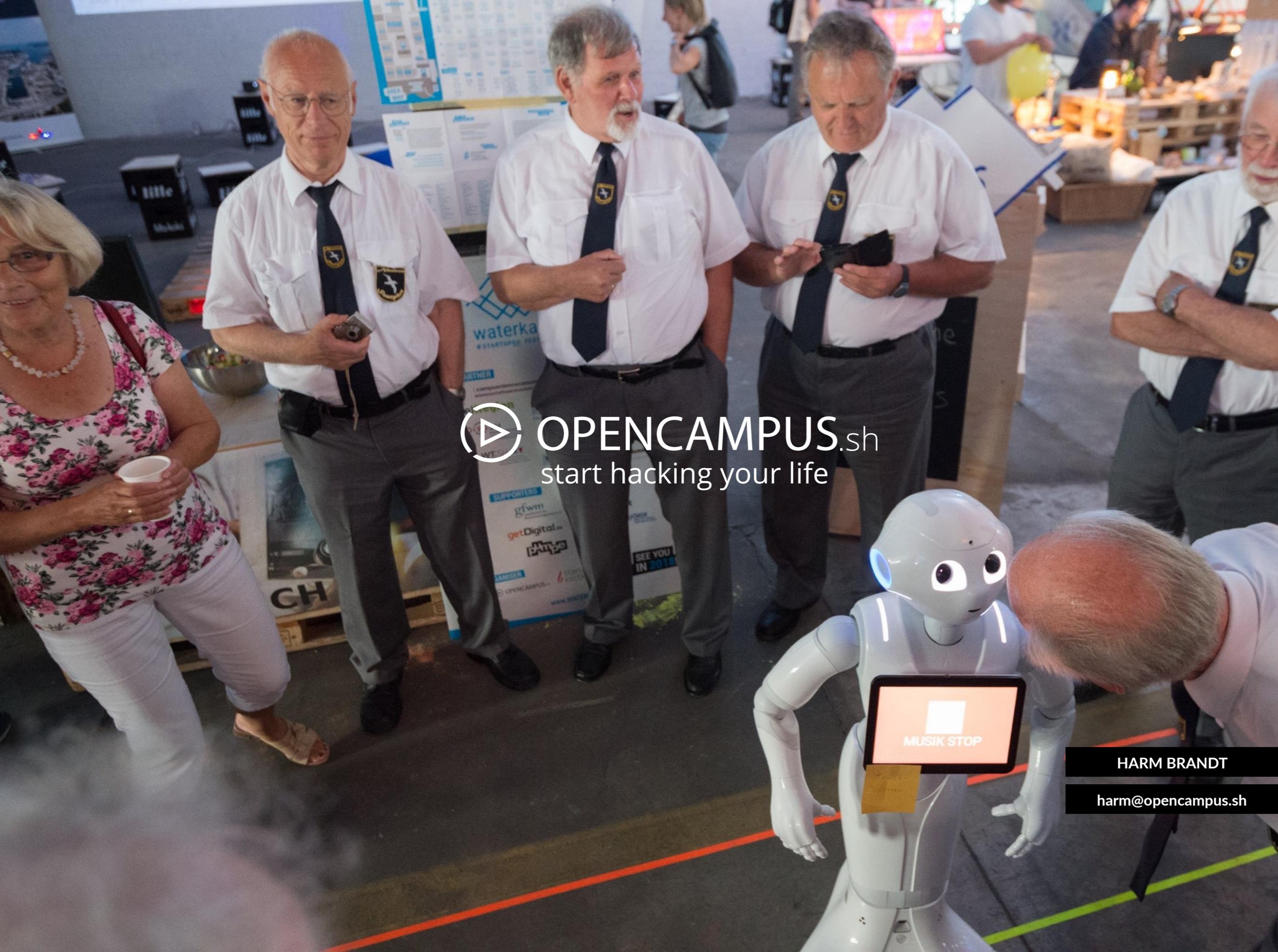
**MENSCHEN
ZUSAMMENBRINGEN**

**FAILING
FORWARD**



**WERTE
SCHAFFEN**

**INSPIRATION &
LERNEN**



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