

Organization:









Support:









*SALEEM



Target Group



Bachelor, Master and Ph.D. students with business ideas will develop their ideas at the partner incubator and establish first business contacts in partner country



University and Faculty staff will obtain knowledge on the fields of transfer, valorization, business models and industry networks creation, developing Curricula for entrepreneurs and implement entrepreneurship strategies

Time Frame

Workshop I **Building up Business Networks at Universities** Entrepreneurial Strategy and methods for innovation

Rabat 2020

Workshop II **Proposal Writing for**

Research Grants Awareness about third-party funding possibilities from European/German institutions

Main Goals

Creating International Co-Incubators

Implementing entrepreneurship strategies by strengthening the Quality and Relevance of Courses

Strategies to strengthen female start-ups in Germany and Morocco

Building universities and industry networks

Internationalization Strategies for Entrepreneurship

Workshop III

often" approach

Supporting Start-Ups and **Developing Business Plans** "Build-measure-learn" and the "fail early and

Cologne 2021

Rabat 2022

Workshop IV

Valorisation and **Transfer Strategies** Economic valorisation vs. social valorisation

Workshop V

Implementing Interdisciplinary **Management Education** at Universities

Developing high-quality curricula

Workshop VI

Using Moroccan-European business relations as a start-up

Internationalise strategy at an early stage

Workshop VII

Internationalisation Strategies for Entrepreneurship Strengthening research and transfer capacities; Establishing central research and transfer facilities

Cologne 2023

Workshop VIII

Strategies to strengthen female start-ups in Germany and Morocco Awareness about Femaleled start-ups & social and economic change

Outcomes



Improving the quality and relevance of courses at the partner university

Improving the institutional university management





UoC will gain further knowledge in the "Key Profile Area IV" regarding the "Socio-economic, Cultural, and Political Transformations in the Global South" and build up a long-lasting network with Morocco.



The project will support universities to build up stakeholder networks with the local economy and the start-up center/innovative start-ups that could create business opportunities.

Outputs



University and faculty staff at UMV are trained in principles for Entrepreneurship and Innovation



Participants will establish networks with the universities and industry partners and develop their business idea.



Institutional University Management is improved and international entrepreneurial network of the universities and industry partners is created.