

## SKIES Workshop Heidelberg/MPIA

### January 11 **TRANSFER YOUR CAREER**

- 08.30 Arrival + ☕
- 09.00 Introduction + [exercises](#)
- 09.30 [External talk by Johannes King](#)
- 10.00 Overview: Academic career statistics
- 10.30 [Exercise: Astronomy PhD Empathy Map](#)
- 11.00** Break + ☕
- 11.30 Overview: Open & Citizen Science
- 11.45 [Exercise: Self-reflection, IKIGAI](#)
- 12.15 Overview: Industries, job types, tasks to solve
- 12.30** Lunch 🍞 🥗 💧
- 13.30 How to transfer careers
- 13.45 [External talk by Paula Sarkis](#)
- 14.15 [Exercise: LinkedIn for Exploration and Networking](#)
- 14.45** Break + ☕
- 15.15 15 Entrepreneurial Skills
- 15.30 [Exercise: What level are your skills currently at?](#)
- 15.45 [External talk Johny Setiawan](#)
- 16.15 Overview: What is a Business Model?
- 16.30 [Exercise: Map out Business Model](#)
- 17.00** Walk-through Business Model Exercise & Summary  
Evaluation of Workshop

#### In-person Venue:

Marsilius-Kolleg Im Neuenheimer Feld 130.1  
69120 Heidelberg

#### And via Zoom

Please bring laptops, note-taking paper, and something to write with.

#### Recommended Preparations:

Have a LinkedIn account.  
Request membership of the MPIA Alumni group on LinkedIn.



## SKIES Workshop Heidelberg/MPIA

### January 12 **FEEL THE ENTREPRENEURIAL DRIVE!**

- 08.30 Arrival + ☕
- 09.00 Introduction + [Exercise: Identify Business Idea](#)
- 09.30 [External talk by Natalie Raettig](#)
- 10.00 What is a start-up?
- 10.30** Break + ☕
- 11.00 Overview: Feasibility, Desirability, Viability
- 11.30 [Exercise: How does your idea fit?](#)
- 12.00 Overview: Design Thinking
- 12.15** Lunch 🍞 🥗 💧
- 13.15 Overview: Desire-Attraction-Anxiety-Habit
- 13.45 [External talk by Tessel van der Laan](#)
- 14.15 [Exercise: How do your "customers" feel?](#)
- 14.30** Break + ☕
- 15.00 How to connect with your "customers"
- 15.15 [Exercise: Map your Business Model](#)
- 15.45** Summary & Evaluation of Workshop



## SKIES Workshop Heidelberg/MPIA

### January 13 **INCUBATOR & ENTREPRENEURSHIP**

**ATTENTION! Meeting at Incubator!**

- 08.30 Arrival at Incubator
- 09.00 **Activity: Tour of Heidelberg Start-Up Incubator**
- 10.30** Break and Return to Workshop Location + ☕
- 11.00 **External talk by Sebastian Jester**
- 11.30 Overview: Investment/Technology Readiness Levels
- 12.00** Lunch 🍞 🥗 💧
- 13.00 Design Thinking Revisited
- 13.30 **Exercise: Ask people on the street!**
- 14.00 Summary of Insights from Exercise
- 14.15 Overview: Reading Material
- 14.30 Overview: Patenting
- 14.45** Break + ☕
- 15.15 Introduction to Mentor Network
- 15.30 **External talk by Olivera Rakic**
- 16.00 How to proceed to transfer your career
- 16.30 Summary & Evaluation of Workshop