

*Are you looking for a master thesis with high real-life impact?*

*Are you interested in working on promising new business ideas?*

*Do you want to learn how to innovate like a startup during the work on your thesis?*

*Are you on the hunt for fresh minds and young talents?*

**IF YOU ANSWER THESE QUESTIONS WITH "YES", CHECK OUT THE**

## **Master Thesis Opportunity "Corporate meets Startup"**

### **WHAT IS IT?**

"Corporate meets Startup" is a new program hosted jointly by *WU Vienna's Executive Academy* and the *Institute for Entrepreneurship and Innovation*. The idea behind the program is simple: We assign MBA students a bachelor/master student team that works on a real and innovative startup idea. The role of the bachelor/master student team is to find a startup idea and actually develop it into a new venture. The role of the MBA student is to lead and support this team. Combining both, the resources of the teams and the experience, networks, and know-how of the MBA students, the "Corporate meets Startup" program delivers benefits to all parties involved.

The program intends to deliver benefits to both sides:

MBA students...

- can write a thesis (on the basis of a real-life startup project) with high practical relevance
- get in contact with young and motivated entrepreneurial minds and talents
- may get involved in an innovative student-driven startup
- get a systematic insight into current business trends and opportunities

The bachelor and master students...

- get support in their startup projects by distinguished and experienced mentors
- get to know interesting corporations
- increase their personal networks

### **SO HOW DOES IT WORK?**

The program is offered each semester. MBA students who participate are asked to commit themselves to the collaboration for a whole semester. Their role is the one of a mentor: They are expected to advise the startup teams and support them by bringing in their (industry) specific know-how and experiences, their contacts and networks, as well as ideas and feedback.

In return, the MBA students will be supervised and supported by Prof. Keinz (Deputy head of the Institute for Entrepreneurship and Innovation) in planning and writing their theses. The thesis shall be related to the startup project and may deliver additional value to the project, e.g. by

- investigating a specific topic in more detail,
- generating additional insights, and/or
- establishing a theoretical basis for the startup's action plan.

### **WHAT ARE THE NEXT STEPS THEN?**

If you are interested in participation, please contact the head of the program, Assoc. Prof. Dr. Peter Keinz ([peter.keinz@wu.ac.at](mailto:peter.keinz@wu.ac.at)). Deadlines for enrollment are September 1 (for the winter term) and February 1 (for the summer term).

After you have indicated your interest in the program, you will be contacted by Prof. Keinz to start the actual matching process. Based on your personal interests and preferences for industries and/or technologies, you will get assigned a specific startup as your mentee. At this point, you will also be provided with the administrative details and the detailed schedule for the semester.

In case of any questions, please refer to [peter.keinz@wu.ac.at](mailto:peter.keinz@wu.ac.at).