

## **Start-Up Education at German Universities: A Website Based Research and Concept Development for Start-Ups with Focus on Venture Capital and Internationalization**

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**Abstract :** The support of start-ups at German universities is an elementary part of the efforts of the universities. Targeted support for innovative and technology-oriented start-ups is an important prerequisite for successful founding. The present study provides in a first research information on whether German universities have concepts and strategies for promoting the internationalization of start-ups, with a focus on various international markets, and whether they have the ability to successfully raise venture capital. The question is clarified as to how many universities in Germany have programs or concepts for the promotion of start-ups and whether they have already established an internationalization concept for the start-ups. Furthermore, it is shown whether the concepts found focus on the acquisition of venture capital. For this research, a website-based search of the concepts at German universities is carried out and evaluated. In a second study, an online survey at a selected German university is used to evaluate whether there is a general interest in such a concept. After that, a possible concept is derived. The aim of the research is to show the current status of German universities and to give an elaborated example of an education concept for a university which can be adapted by other universities.

**Keywords :** education concept, german universities, internatinalization, start-ups, venture capital

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