

Pressemitteilung**WHU - Otto Beisheim School of Management****Nina Liesenfeld**

06.07.2015

<http://idw-online.de/de/news634301>Kooperationen, Schule und Wissenschaft
Wirtschaft
überregional**"Youth Start-Ups" and WHU invite school pupils to the "Startup Academy"**

To generate enthusiasm for entrepreneurship, on November 14, 2015, "Youth Start-Ups" ["Jugend gründet"] – the nationwide school-pupil competition sponsored by the German Federal Ministry of Education and Research with 4,000 participants each year – and WHU – Otto Beisheim School of Management are inviting pupils to the "Startup Academy" on the WHU campus in Vallendar, Germany. There, 100 pupils from the 9th grade upward will learn about and gain deeper insights into how to develop a business idea and grow a company out of it.

"With the Startup Academy we want to deepen and strengthen the knowledge of young people, including our alumni, about economic issues and the topic of start-ups and, not least, to offer an opportunity for an exchange of views and network building," observes Professor Barbara Burkhardt-Reich, Director of "Youth Start-Ups." In interactive lectures by successful entrepreneurs and in workshops under the guidance of professors and university students, the school pupils will learn what it means to be an entrepreneur. An alumni meeting of former "Youth Start-Ups" participants will also be held on the evening prior to the event.

"WHU graduates have established a number of successful companies in recent years – from Zalando to Rocket Internet to social enterprises such as Bookbridge. We hope that we will be able to inspire lots of school pupils about entrepreneurship as well," Paul Nietzschmann and David Rheinbay, of the student-run organization team WHU SmartUp!, point out.

Participation and accommodations for the school pupils are free of charge, and up to 50 euros in travel expenses will be reimbursed. Former participants of "Youth Start-Ups" are invited to attend, along with all interested pupils from the 9th grade on up. Applications to attend the event can now be submitted under www.startup-academy.info

About "Youth Start-Ups" ["Jugend gründet"]:

"Youth Start-Ups" is a nationwide online competition presented by the German Federal Ministry of Education and Research. Each year, approximately 4,000 school pupils from all over Germany participate in the competition, which lasts several months. In recognition of its particularly sustainable activities, in 2015 the competition was awarded the "Werkstatt N" seal of approval by the German Council for Sustainable Development, an organization created by the German Federal Chancellor. "Youth Start-Ups" is the only competition devoted to the economy to appear on the list of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany (KMK). The competition is designed and implemented by the Steinbeis Innovation Center Logistics and Sustainability, of Pforzheim, Germany, and is headed by Prof. Dr. Barbara Burkhardt-Reich.
www.jugend-gruendet.de

About WHU:

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school based in Vallendar and Düsseldorf, Germany. Founded in 1984, WHU is one of the most renowned German business schools and enjoys an exceptional national and international reputation. With the WHU Incubator, the leading student start-up conference IdeaLab! and numerous initiatives in the field of entrepreneurship, WHU promotes the emergence of new startups. WHU alumni have founded numerous successful companies, including Rocket Internet and Zalando. www.whu.edu