

INTERNATIONAL ENTREPRENEURSHIP NEWSLETTER 1/2022

Hey ,

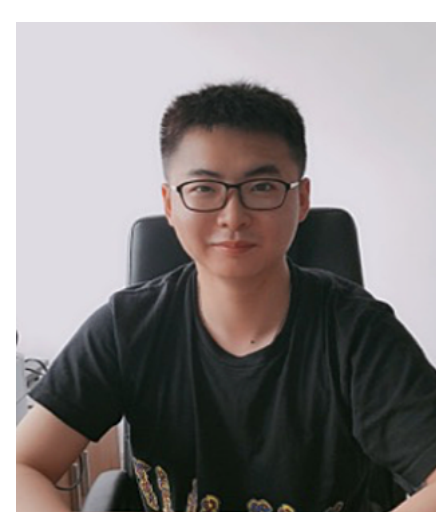
we present you our first newsletter. You will find tips to increase your productivity, insights into success stories of founders and information about our upcoming workshops and online events. In addition, you'll get to know Braunschweig.

RoadToSuccess

ANTS - An Interview with Shengyue Yao

In the first episode of our #RoadToSuccess series, we had the pleasure to interview Shengyue Yao, co-founder of ANTS and [International Entrepreneurship Incubation](#) alumni. Since their time together at the University of Wisconsin Madison, Shengyue and his co-founders, Yang Zhou and Ran Yi, have been developing a simulation-based test platform for connected and automated vehicles. The aim of which is to improve upon time consuming and expensive state-of-the-art experimental procedures. Read the full interview on our blog to understand their motivation behind becoming an entrepreneur and starting a business in Germany, as well as what the future holds for ANTS.

[Read the interview](#)



Yang Zhou



Ran Yi



Shengyue Yao

Productivity Hack

Boost your productivity with the Eisenhower Principle

The goal is to **focus on the essentials** and not be distracted by minor details.

To do this, you work with a matrix in which you sort your tasks into **four categories** according to importance and urgency:

Important and urgent tasks

These tasks are of the highest value in terms of value as far as the achievement of goals is concerned. Therefore, you should take care of them yourself immediately. Only if you take care of these tasks yourself, you can be sure that the tasks will be done.

Important, but not urgent tasks

As these tasks are also significant for goal achievement, take care of them yourself. The completion is not bound to a certain time frame in the near future. It is therefore sufficient to set an exact time for the completion of these tasks.

Non-important but urgent tasks

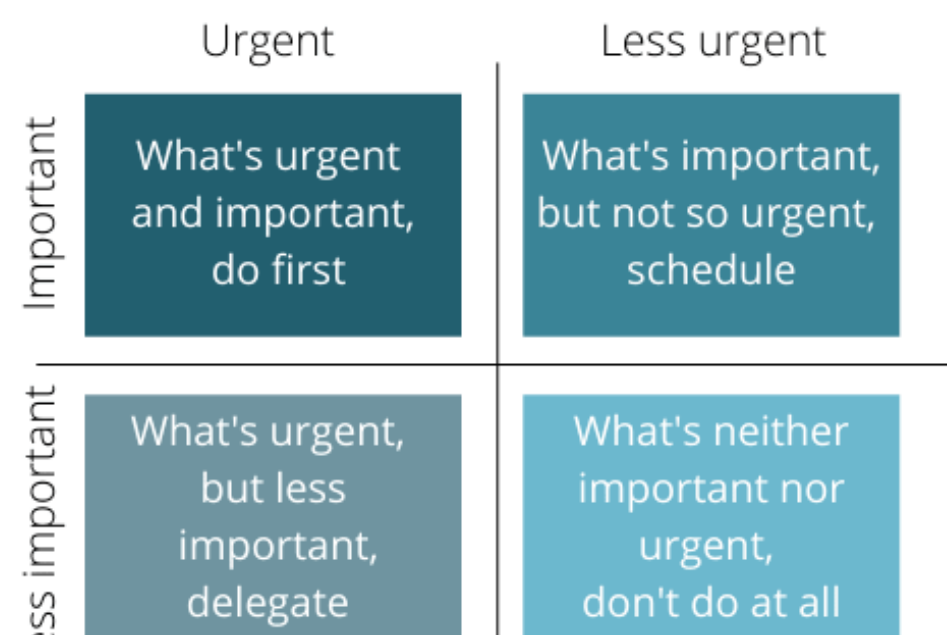
These tasks should be completed in a timely manner, but it is usually not necessary for you to take care of the task yourself. Hence, Eisenhower advises delegating tasks in this quadrant whenever possible.

Non-important and non-urgent tasks

Tasks that do not bring you closer to your goals and for which it does not matter when they are done, have the lowest value. If in doubt, you can leave these tasks undone.

Step-by-step guide

1. List all upcoming and pending tasks
2. Enter each task into the respective field of the Eisenhower Matrix
3. Create an Overview of Current and Future Tasks
4. Complete tasks according to Eisenhower Matrix and their respective priority



Eisenhower Matrix

Braunschweig Fact

One out of 13 owns a patent

The Braunschweig region is one of the most inventive regions in northern Germany. There are around 20,203 patents for inventions in Braunschweig. If these were converted to the nearly 250,000 inhabitants, about every 13th Braunschweig resident would have a patent for an invention.



Source: The cathedral St. Blasii in Braunschweig, Germany! Shot from the tower of the town hall. Braunschweig Stadtmarketing GmbH/Markus Hörster

**SAVE
THE
DATE**

High-Tech Start-up Camp

June 12 - 22, 2022, in Braunschweig, Germany

Have you developed an *idea* or created an *innovative technology* during your studies or doctoral thesis? Have you been part of the International Summer School or another event of the Entrepreneurship Hub and now want to get to know Braunschweig and its opportunities for Entrepreneurs? Do you want to deepen your knowledge of how to successfully start-up your business? Then our High-Tech Start-up Camp might be the right experience for you!

Team Training

March 9, 2022, from 2:00 - 5:00 pm, online

How is a team composed? How do teams develop? And how can I support teams to work optimally? All these questions are covered in this three-hour training. You will learn about different team roles, how a team develops, and how you can support the team or your team in each development phase. Practical exercises will allow you to directly apply and deepen what you have learned.

The workshop will be conducted by Katinka Bertrix.

Founderstalk with Dr.-Ing. Jan-Philipp Mai

March 22, 2022, from 1:00 - 2:00 pm, online

Dr.-Ing. Jan-Philipp Mai, CEO of JPM Silicon and start-up fundraising expert & strategist, answers the question why studying is the best time to start a company. He talks about first steps, setbacks and best practice examples of a high-tech start-up from university. A guide for future founders.

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