

## ENTREPRENEURIAL COUNSELLING:

# From ideas to reality

Do you want to discuss your ideas or make the next step in the execution of a viable project, or just learn new information about financing of innovations and legal aspects of business? Experts from the Technology Transfer Office will steer you in the right direction thanks to individual consultations at the Entrepreneurial Counselling Centre.

TEXT: JITKA ŠTENČLOVÁ  
FOTO: VÁCLAV POKORNÝ

Founded six months ago, the Entrepreneurial Counselling Centre helps students turn their ideas into reality. Its goal is to provide support to students looking to start a business, or to help them develop their ideas through individual consultations. It is offered by experts from the Technology Transfer Office (TTO) of Masaryk University, sometimes in coordination with other entities, such as the South Moravian Innovation Centre or investors who support the Start Your Business student competition.

“The Entrepreneurial Counselling Centre aims to motivate students in the practical implementation of the results of their research and development efforts. We want to show them that the ideas in their heads can be brought to life, as long as they follow the right path. It can be shorter in some fields, or excruciatingly long in other fields. We want to help them in their efforts in the development of the university’s intellectual property, which includes the projects executed as theses,” says director of the centre Eva Janoušková.

### If you feel like your project could mean something

The centre responds to the increasing need to develop in areas beyond compulsory courses. “We are happy to meet and talk with students. It is a source of inspiration, and proof that



students really want to transform ideas into tangible marketable products. The most common issue we deal with pertains to the legal aspects of business, such as GDPR, contracts or rights to works created by employees. Recently, we discussed the reconstruction of an older work using modern-day technologies with respect to the fear that the results may constitute plagiarised work,” says TTO expert and head of its legal team Matěj Bůřil.

The consultations can cover a wide array of topics, from a business plan and its assessment to financing or applying to Start Your Business. The services are available to everyone at MU free of charge.

In order to foster entrepreneurship, MU founded a web portal podnikavost.muni.cz. In addition to the counselling service, it offers a non-exhaustive list of courses taught at all faculties, which may be helpful in the development of entrepreneurial competencies, as well as invitations to interesting events or success stories of previous student projects. •

**WHEN?** Just fill in the form at podnikavost.muni.cz and arrange the most suitable appointment.

**WHERE?** Counselling is available offline (at Technology Transfer Office at Komenského nám. 2), but online consultation can be arranged as well.

**LANGUAGES?** Counselling is offered in Czech or English.