


2021



Patparius

# ENTREPRENEURSHIP

SEMINAR

## FROM THE COURT TO THE BOARDROOM

JUNE / AUGUST 2021

### OUR PARTNERS

[University of St. Gallen](#)

[leAD Sports & Health Tech Partners](#)



University of St.Gallen

leAD

SPORTS & HEALTH TECH ACADEMY



[PATPARIUS.COM](https://PATPARIUS.COM)

## YOUR OPPORTUNITY

- Learn from experts and professionals in the entrepreneurial and investment field and be educated by renowned lecturers from the University of St. Gallen
- Get inspired by the experiences of former athletes who turned into today's successful entrepreneurs
- Gain exclusive insight through SportsTech practice cases and the exchange with founders and investors with a proven track record
- Network in the startup ecosystem with successful professionals from the business and startup world
- Receive investment know-how from professional investors
- Start your transition with a similar passion that you have from being an athlete



## OUR CURRICULUM

01

### LEADERSHIP / SELF-MANAGEMENT

- The art of modern leadership
- Leadership in companies, organizations, and startups
- Understanding transactional- and transformational leadership
- Building-up personal resilience to overcome set-backs and challenges

02

### BUSINESS INNOVATION

- Business model innovation in the context of digital transformation
- Sustainability as a key driver of economic development
- Entrepreneurial thinking to develop new business models
- Providing a toolbox with which entrepreneurs can develop successful business innovations

03

### FINANCE & CONTROLLING

- Financial and value-oriented management
- Controlling & Management-Accounting
- Financial knowledge on operating startups
- Investment- and funding strategies for investors

## THE KEY FACTS

- FOR: Active and former athletes
- DURATION & DATES: 3x2 classroom days (4/5, 25/26 June 20/21 August 2021) + e-learning
- LOCATION: Berlin / St. Gallen
- TEACHING LANGUAGE: English
- TUITION FEE: EUR 4.500,-
- COURSE CONFIRMATION: Course confirmation of the University of St. Gallen
- CREDITABLE CLASSES: The credits earned and the tuition fees paid can be credited – after consulting with the University of St. Gallen – to additional study programs at the University of St. Gallen

FIRST STEP TO  
SUCCESS

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# YOUR JOURNEY TO ENTREPRENEURSHIP

Combine your career as an athlete with the commitment to a pivotal role within a startup.

## DURING YOUR CAREER

Minimum time required and maximum learning progress.

Start as Expert / Speaker/ Mentor /  
Testimonial / Investor

## LAST YEARS AS AN ATHLETE

Get more involved when your focus shifts. Build a track record in business.

Take responsibility and assume  
leadership roles

## AFTER LIFE AS AN ATHLETE

You are ready to drive "your" business in a new environment without a long transition.

Start your career after sports in  
leading positions



CONTACT:  
[IRG TORBEN BÜHLER](#)  
[@PATPARIUS](#)

