



Opp:Lab - Redefining Educational Spaces for the Entrepreneurial Generation

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UIIN Conference 2024 – Shaping the Future of Talent and Innovation

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FACTS & FIGURES

TU
AS



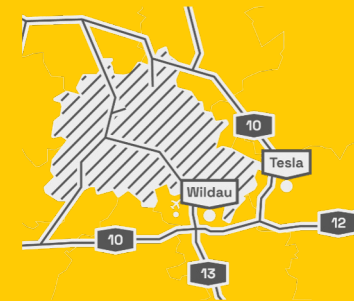
90+ professors

621 members of staff

~3.300 students

- **founded 1991:** compact campus with a direct rail connection to Berlin
- **2 faculties** with overall 21 Bachelor's and 15 Master's programs
- Focus: Engineering, Natural Sciences, **Business & Management**, Information Technology, Law & Administration

WI
LD
AU





Opp:Lab

is a work and social space based on coworking space principles

Opp(ortunity):Lab



enables people with **different backgrounds and objectives** to work flexibly in an **open space structure**



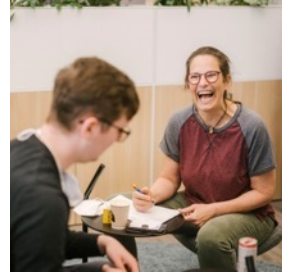
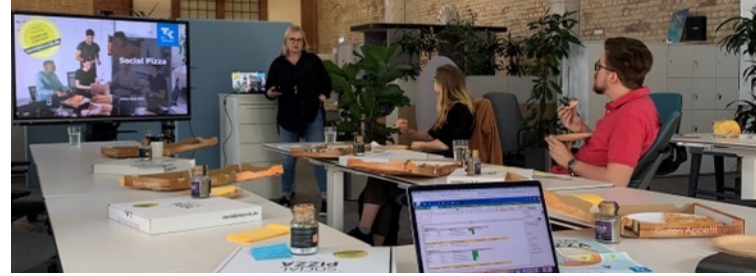
Current formats & usage scenarios include:

- **Walk In Days** (2x weekly)
- **startINN #MethodDays** (workshops) + **special events**
- **teaching formats** (from both faculties)
 - via (a) individual sessions or (b) complete course (the latter only with reference to innovation and entrepreneurship)
- TUAS Wildau staff meetings / team meetings
- events of various kinds with external parties
- ...

Opp:Lab floor plan



source: Algonet GmbH (Interior decorator)



USAGE SCENARIOS

TEACHING | WORKSHOPS | (NET)WORKING

Opp:Lab usage scenarios

Usage categories:

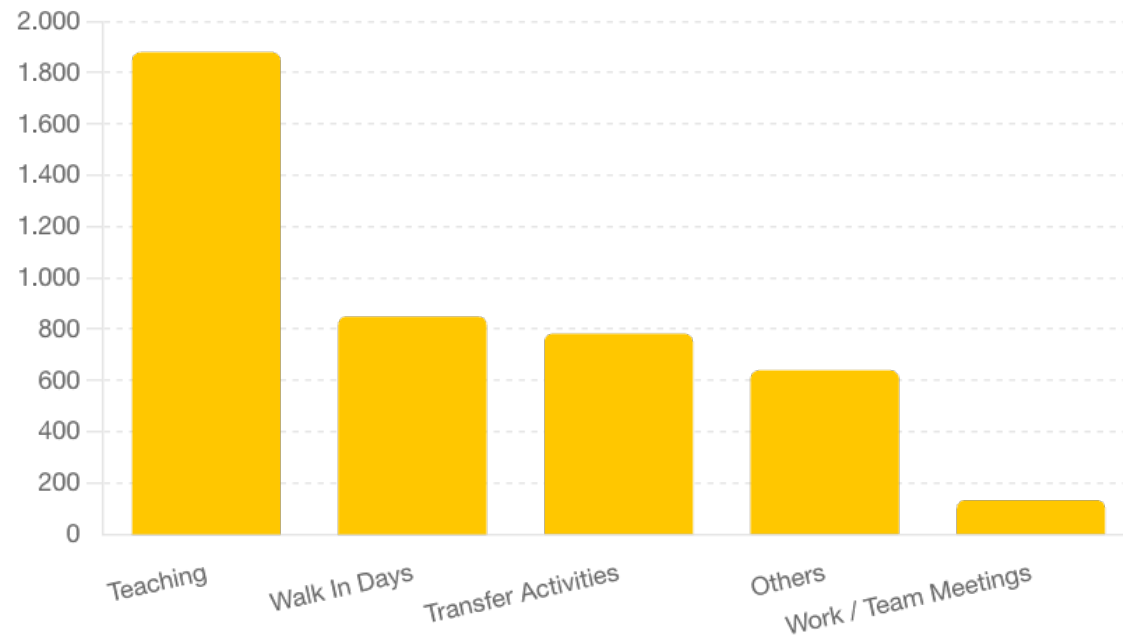
- **Walk In Days**
- **Teaching Formats**
- **Working Meetings of TUAS Wildau staff**
- **Transfer Activities** (*activities with external parties (incl. Workshops to foster Entr. Mindset)*)
- **Others** (*i.e. guided tours, events with special character, KickStart team meeting, mentoring*)

data collection period:

- 2022: ab 09/2022 (4 months)
- 2023: ab 01/2023 (12 months)
- 2024: 01-04/2024 (4 months)

Opp:Lab data – Overall user / usage category

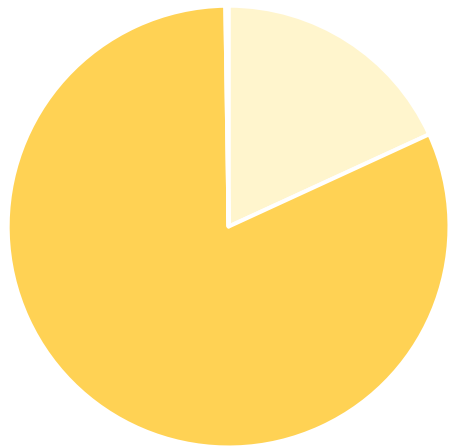
Usage Category by Numbers of Users



| | 2022 | 2023 | 2024 | Overall |
|---------------------|--------------|--------------|------------|--------------|
| Teaching | 1.061 | 789 | 29 | 1.879 |
| Walk In Days | 222 | 413 | 214 | 849 |
| Transfer Activities | 95 | 426 | 261 | 782 |
| Others | 59 | 410 | 166 | 635 |
| Work / Team Meeting | 13 | 70 | 50 | 133 |
| Overall | 1.450 | 2.108 | 720 | 4.278 |

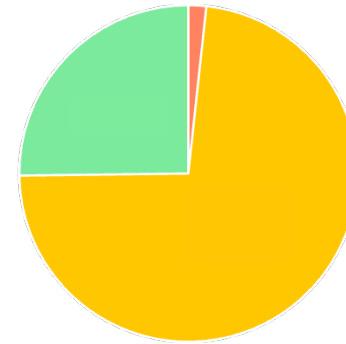
213,9 users per month

Opp:Lab data – Walk In Days / Member



reference to entrepreneurship / starting a business

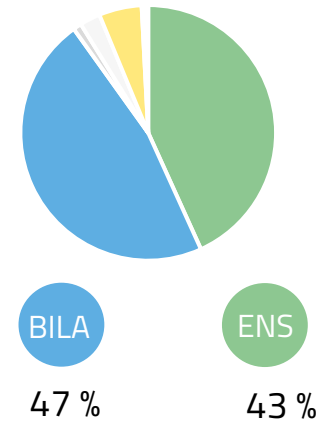
N 82 %
Y 18 %



gender distribution

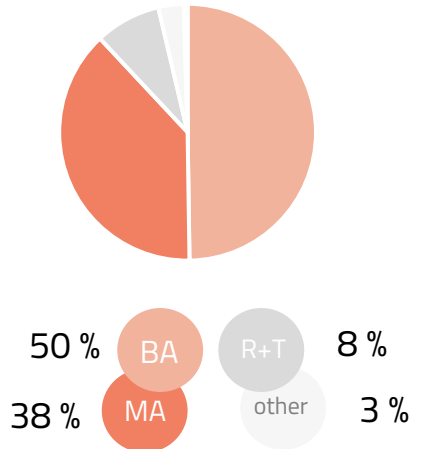
♂ 72 % ♀ 25 % 3 %

departments



BILA 47 % ENS 43 %

students vs. staff



50 % BA 8 %
38 % MA other 3 %



Opp:Lab



- EXTENSION OF THE RENTAL AGREEMENT (10 Yrs)
- OPEN WALK IN DAYS
- SCHOOL WORKSHOPS - YOUNG ENTREPRENEURS
- CITIZEN SCIENCE PROJECTS

What's next

Concluding Evaluation / Analysis

- overall activities / usage categories; focus Walk In Day
- survey of lecturers/professors, students and members

Strengthening „Entrepreneurial Mindsets“

- Enhancing the personal development and skills of students -> shapers of the future

Further development of "Coworking on campus"

- Research on the effect of space (as "enabler") for creativity and innovation processes





Thank you for listening.

I look forward to any questions you may have and to our panel discussion.

If you like to get in touch, you can reach me via Whova app or mail: bianca.baumann@th-wildau.de

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