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**Abstract**

During the last decades, there has been increasing interest in the role of the university as a key stakeholder and agent in innovation and regional development. In the face of new technologies, especially growing digitalisation and new societal and economic challenges, this paper proposes to reconsider the role of the university in the innovation system. More particularly, we introduce the idea of a business model for the entrepreneurial university of the future and develop nine conceptual theses. The theses are based on four elements of a business model concept: value proposition, creation, delivery and capture. With the help of the nine theses, we aim to trigger new discussions regarding policy implications for the future university in Europe. (HRK / Abstract übernommen)