



Europäischer Sozialfonds
Investition in Ihre Zukunft

www.esf.brandenburg.de



SPEED UP

1st Interregional Training Workshop

“Incubation Services And Their Financial Sustainability”

07 March 2017/Potsdam

André Röser (MASGF)

Supporting Startups – Framework on funding and activities in Brandenburg



EUROPÄISCHE UNION
Europäischer Sozialfonds

Framework/pillars of start-up support in Brandenburg (ESIF period 2014-2020)

I.	II.	III.
information, sensitization, mobilization (ESF and national co-funding)	consultation, coaching and qualification (ESF and national co-funding)	financing (ERDF)
projects: entrepreneurial education in schools; <i>deGut</i> ; BPW; UGT	legislation "orientation and guidance services for start-ups in Brandenburg; project "Innovations need Courage" (IbM)	legislation "Gründung innovativ,,; microfinance guideline
volume: € 2,25 million	volume: approx. € 40 million	volume: approx. € 17 million

I. information, sensitization and mobilization



- deGUT – Deutsche Gründer- und Unternehmertage
- Largest annual German fair for start-ups and entrepreneurship since 1991 with 6.000 visitors and 124 exhibitors (2015)
- Initiated and co-funded by the states of Brandenburg and Berlin and the ESF
- deGUT provides information, advice and inspiration on starting off in the world of self-employment and running an own business
- deGUT hosts award of KfW GründerChampion for young entrepreneurs (awarded by German state bank KfW)
- Large Exhibitor Area, Adviser Forum and free seminar and workshop programme offer information on entrepreneurship and management-related topics such as financing, insurance, law, taxes, sales and marketing
- deGUT 2017: 13th to 14th of October 2017, Berlin, www.degut.de

I. information, sensitization and mobilization



- BPW – Businessplan-Wettbewerb Berlin-Brandenburg
- Businessplan Competition Berlin-Brandenburg
- Germany's largest regional initiative for new entrepreneurs funded by ESF and the states of Brandenburg and Berlin
- Annual competition for new business ideas including students in HEI's with free seminars; participants learn, how to create a business plan
- Three stages, various categories (BPW business plan/canvas; BPW studies; ideas factory for best HEI), prize money of more than € 50.000

I. information, sensitization and mobilization



- UGT – Unternehmerinnen- und Gründerinnentag des Landes Brandenburg
- Brandenburg-wide competition and award for the **female** entrepreneur of the year and the **female** business promotor of the year (categories); prize money € 7.000
- Goal: promote female entrepreneurship, encourage potential female promoters of small businesses
- host: MASGF in cooperation with MWE, patron: prime minister of Brandenburg – Dr. Dietmar Woidke
- UGT 2016: 100 female entrepreneurs in competition; 200 guests in award ceremony, high media resonance; next UGT in 2018
- Next UGT: 2018



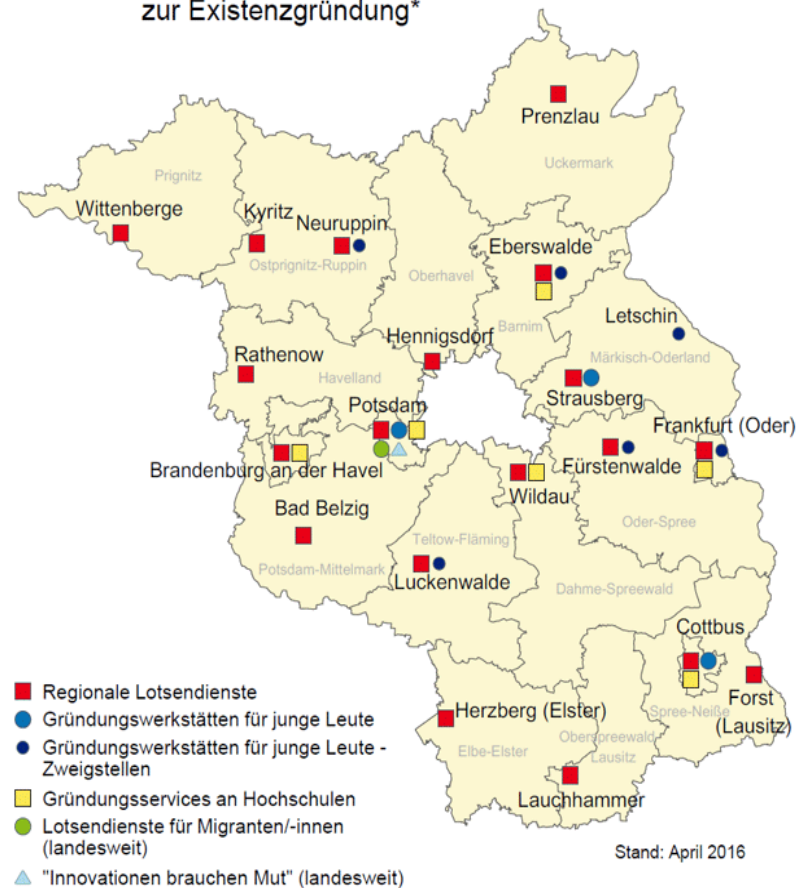
II. consultation, coaching and qualification

Service network around Brandenburg (ESF)

Legend:

- 18 regional business mentoring services (Lotsendienste)
- 3 entrepreneurship laboratories for young people (Gründungswerkstätten für junge Leute)
- entrepreneurship laboratories for young people – regional branches
- 8 start-up support services at HEI's (Gründungsservices an Hochschulen)
- 1 business mentoring service for migrants (Lotsendienst für Migrantinnen und Migranten)
- ▲ „Innovationen brauchen Mut“ (IbM) – business mentoring service for innovative start-ups and enterprises

Beratungs- und Qualifizierungsangebote zur Existenzgründung*



Stand: April 2016

II. consultation, coaching and qualification

„Orientation and guidance services for start-ups in Brandenburg 2015 to 2017” (common legislation)

- Volume: € 18 million (15 million ESF, 3 million Brandenburg)
- Goals:
 - ✓ support of more than 1.000 entrepreneurs/successors in Brandenburg in the start-up phase per year
 - ✓ sensitization for entrepreneurship and business succession
 - ✓ support of young entrepreneurs in the transition phase (max. 1 year after business creation)
 - ✓ securing the sustainability of start-ups



II. consultation, coaching and qualification

Target groups

- Regional business mentoring services (Lotsendienste)
 - ✓ Start-ups at least 30 years of age
 - ✓ Unemployed/employed persons starting up a business in Brandenburg
- Entrepreneurship laboratories for young people (Gründungswerkstätten für junge Leute)
 - ✓ support young people up to 30 years to build up their company in Brandenburg
 - ✓ Unemployed or facing unemployment
 - ✓ Completed apprenticeship
- Start-up support services at HEI's (Gründungsservices an Hochschulen)
 - ✓ Students, scientific staff, former students
- Business mentoring service for migrants (Lotsendienst für Migrantinnen und Migranten)
 - ✓ Migrants, refugees looking to set up their own business in Brandenburg

II. consultation, coaching and qualification

Objectives

- Initial consultancy
- Development Center – workshop to present and discuss the business idea within a group of founders and experts
- Analyse specific consulting and coaching needs
- Individual coaching and assistance for drawing up the business plan
- Individual coaching through selected external experts
- Explanation of intercultural questions and regulations of German residential permission (business mentoring service for migrants)
- Co-working spaces (entrepreneurship laboratories for young people)
- Advice on other funds, financing
- Networking

II. consultation, coaching and qualification



- Project „Innovationen brauchen Mut (IbM)“ 2014-2017 (project „innovations need courage“)
- Business mentoring service for innovative start-ups and enterprises promoted by the Brandenburg Economic Development Board (ZAB).
Project focus:
 - ✓ promotion of enterprises outside of HEI's
 - ✓ promotion of enterprises within HEI's and science institutes including mentoring and support for EXIST fellows
 - ✓ promotion of enterprises by international academics (from EU and non-EU countries)
- approx. € 2 million (ESF, Brandenburg)
- Goal: support 167 innovative enterprises in the start up-phase

II. consultation, coaching and qualification



- Initial meeting, screening and pre-coaching
- Consulting and coaching through selected external experts
- Introduction of financial support, networks and other start-up conditions
- For academics without German citizenship: explanation of intercultural questions and regulations of German residential permission
- Information and support for the use of promotion possibilities relevant to the financing, location selection, networking and internationalization



III. financing

„Gründung innovativ“ (common legislation)

- grant programme for innovative enterprises in Brandenburg in the start-up phase (max. 3 ys. after business creation or succession), funded by ERDF and promoted by ILB (investment bank of Brandenburg) and ZAB
- volume: € 1 million annually for approx. 10 enterprises
- grant between € 25.000 and € 100.000 for investments (e.g. machines) and non-investive activities including personnel expenses for new jobs and expenses for technical developments, patents, consulting
- At the moment very high demand (35 enterprises per year), financial volume increased



RegioStars 2012 finalist





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Thank You for Your attention!

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