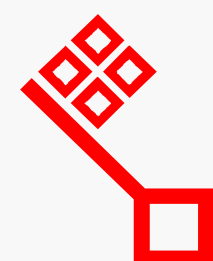
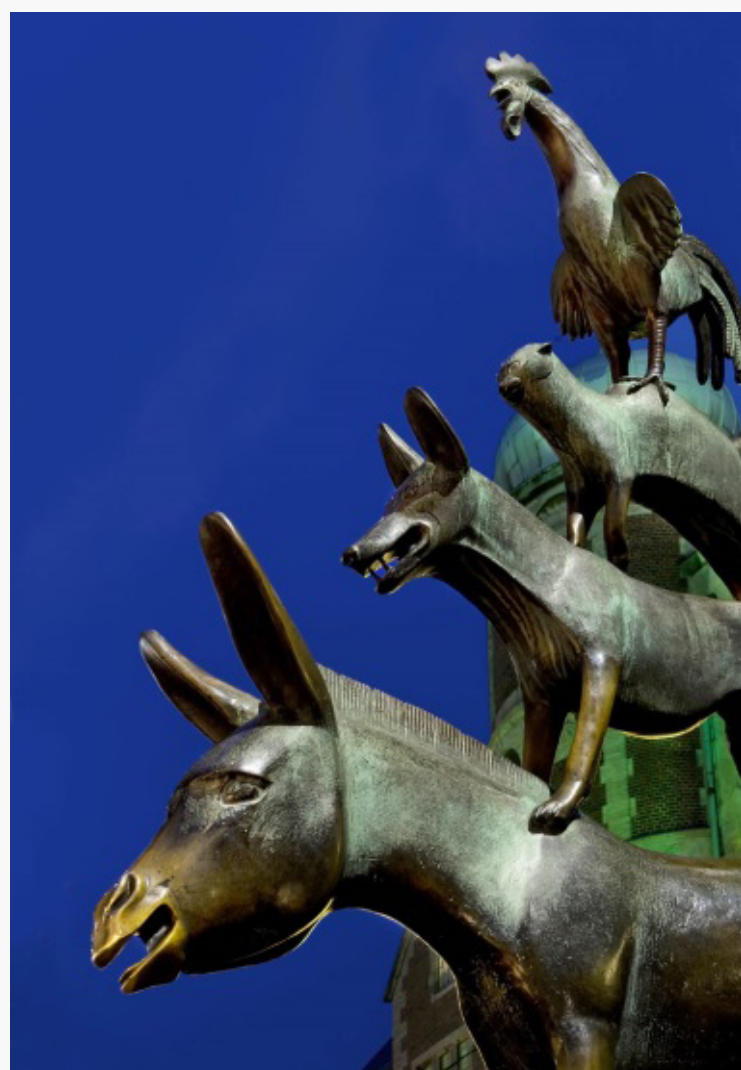


Institutional Setting



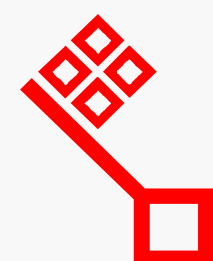
- ... - 1997: lack of support for graduates at Bremen Universities who want to start their own business; excellent research, weak transfer, risk: brain drain
- 1998: establishing two-year-pilot-project „Graduate Scholarship Seed Programme“
- 2001 – 2014ff.: BRUT® - 12-month Seed Programme for Academic Start-Ups and Skilled Craftsmen
- BRUT: Support Programme by the State of Bremen (Ministry of Economics), operated by *Bremen Promotional Bank for Economic Development BAB*



Starting Point - Challenges



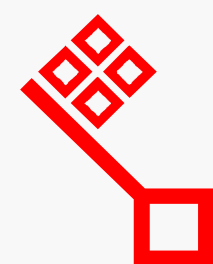
- 1998 – 2000: programme marketing at universities (professors as multiplier, establishing cooperation with university internal actions),
- 2001 - 2003: find and set the right incentives for programme participants, who receive financial support (subsidies) apart from training and coaching
- 2008f: change and develop structure, extent, content and staffing of 24-day training programme
- 2009f: attract not only graduates and academics but also skilled craftsmen



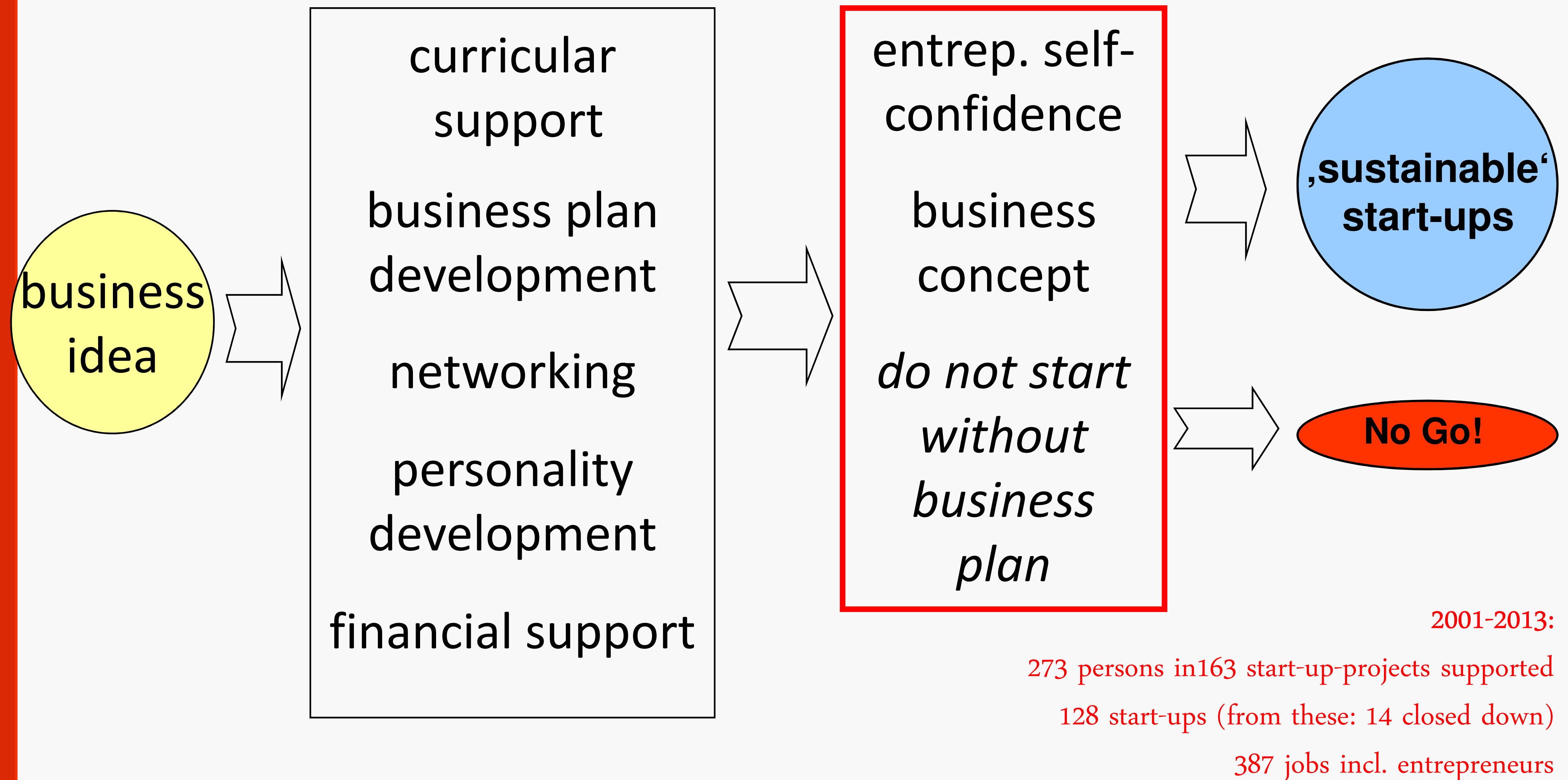
Approach



- developed a training and coaching programme focusing on start-up and business knowledge, planning competences, market entry training and personality development (30 persons with approx. 20 start-up-projects each year)
- working with high commitment: giving participants a clear training and development perspective including financial support – and demanding their attendance and engagement during the 12 month start-up-preparation
- working with milestones
- building peer groups (network, feedback, mutual learning)
- to offer an incubation setting



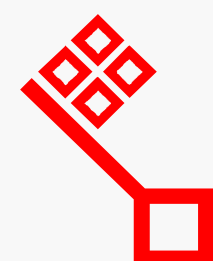
Outputs



Lessons



- supporting start-ups is a long-term business – you should finance your programme long term (5 years)
- offer a relatively fixed and terminated frame for participants; give them structure for their start-up development steps (they need it more and more ...)
- early confrontation of starters with market and potential customers
- no starting up without business concept/plan and calculation (vs. „Lean Starting approach“)
- implement programme into a regional cooperation



Follow Up



- incubation approaches in other regions, countries
- ‚Lean Starter‘ approaches – experiences
- best practice approaches for train-the-trainer concepts
- microfinancing – experiences
- crowdfinvesting – experiences