

Supporting Innovative Startups in Germany / Bremen

International Dialogue Event
Strengthening Local Economic Development
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Starting Point



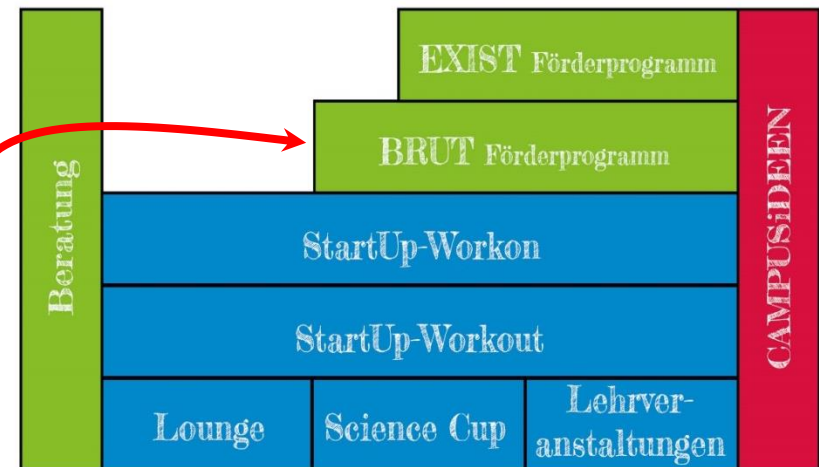
- 1990ies: weak transfer of scientific results into economic value -> supporting structural change and economic development via *transfer by heads* (startup promotion)
- 2002: Bremen universities and Bremen Innovation Agency agreed on designing a joint startup support initiative (BRIDGE)
- 2003ff.: developed a comprehensive support structure for different phases in startup process, among that a 12-month training programme (BRUT)

Institutional Setting

- 2002–17: cooperative university initiative (4 univ.)

BRIDGE to sensitize and qualify university members
 €: German Federal Ministry of Economics + univ.

- 2002–17: 12-month **seed programme** f. acad. startups run by BAB
 €: Bremen Ministry of Econ. + European Fund f. Reg. Dev.



- Sensibilisierung/Qualifizierung
- Beratung/Förderprogramme
- Wettbewerb für Geschäftsideen/Businesspläne

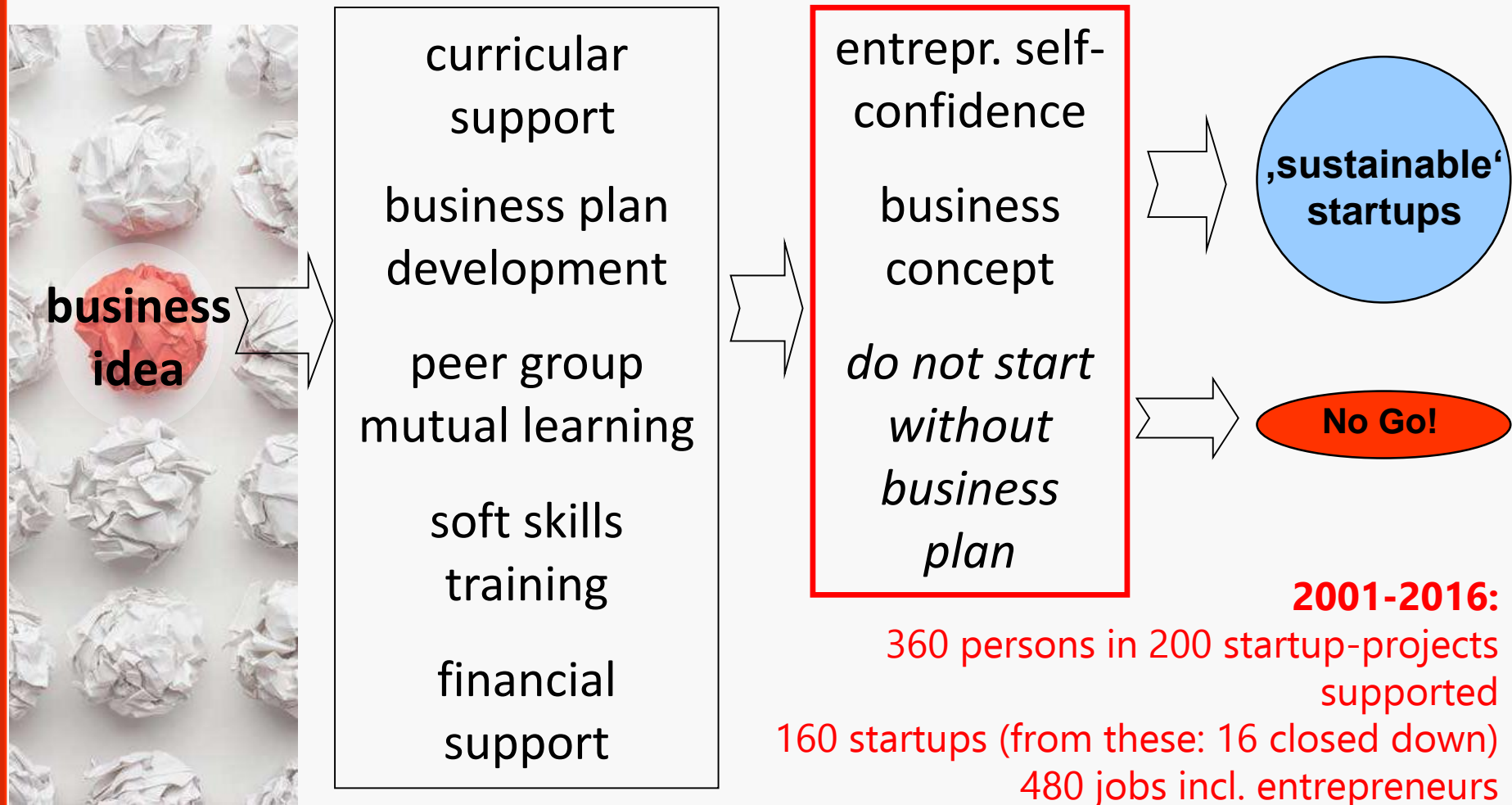
! both integrated into an overall support scheme !

Approach Seed Programme



- training and coaching programme: startup/busin. knowledge, planning competencies, go-to-market-training, soft skills development (160 hrs.)
- peer group (network, feedback, mutual learning)
- (40 persons / 30 startup-projects p.a.)
- incubation setting with early market test
- working with milestones, business concept
- high commitment: includes financial support – and demanding attendance and engagement of participants during the 12 month preparation

Outputs



Lessons



- supporting startups needs long-term horizon (5y)!
- programme structure and time frame helps participants to develop!
- peer group approach: high value for participant!
- starters need early confrontation with market and potential customers!
- approach significantly reduces typical starter risks!
- idea important but starter person crucial!
- follow-up-support after 12 month preparation for business start important!

Transfer

Preconditions:

- ‚roundtable‘ with representatives of education inst. (univ., (technical) colleges, craftsman schools, ...) local + regional administrations
- training and coaching concept incl. timetable
- coaches and supervisors/mentors
- right place for training and education
- options to inform and address the target group(s)
- programme management
- micro-fund or seed capital fund for initial capital

open: test approach for craftswomen/craftsmen

