

YOUR IDEA · YOUR LIFE · YOUR THING

Connective Cities Practitioners' Workshop:
How Local Ecosystems can Support the Creation of Start-Ups

INSTITUTIONAL SETTING

- generator founded in 2009.
- Objective: To support the idea of entrepreneurship within the Stuttgart Media University which hadn't been done so far.
- Above average self-employment rate at HdM.
- Entrepreneurship Education in Curriculum of HdM.
- 1 of 6 Mission statements of HdM: Support of business start-up activities for students and graduates.

ACTIVITIES

- Consulting & Sensitising.
- Development of Entrepreneurship Education concepts.
- Seminars and workshops, e.g. business simulation, design thinking.
- Inter-/national projects, e.g. i.e.SMART, STARTEC.
- Funding guidance and support of funded start-ups.
- Public events, e.g. Generation Media Startup, Entrepreneurial Brains Made on Campus competition.

MAIN CHALLENGES

- Difficult funding and investment climate.
- Strong economy.
- Healthy economic structure: Large corporates & broad number of medium-sized businesses including world market leaders.
- Low unemployment rate of 3,9%.
- High degree of economic safety.
- Office space tends to be expensive and rare.

OUTPUTS

- Support of cultural and creative industries as 3rd largest industry in the region after mechanical engineering and automotive.
- International exchange of knowledge and experience.
- Project partner of the City of Stuttgart.
- Creative University which includes Entrepreneurship Education.
- 15 HdM-teams funded by „EXIST“ scholarship since 2009.

LESSONS

- Fragmented support of start-ups.
- Support of start-ups by a considerable number of institutions but not coordinated.
- Difficult approach to investors and micro-credit institutions.
- Start-up scene of Stuttgart and the region not very visible.
- STARTEC project which aims to create a kind of „beacon“ for start-up support in Stuttgart and the region.

FOLLOW UP

- How to tackle and to overcome structural obstacles?
- How to convince political and economic partners to stronger support the creation of start-ups?
- Further/new ideas, new dynamics how local ecosystems can support the creation of start-ups.
- Fresh and cool approaches.
- Visions.