



Introducing Accelerate Stuttgart GmbH



connective cities practitioners' workshop

hello@accelerate-stuttgart.de

it all started within 54 hours (somehow)



Startup Weekend
Stuttgart 2010

Startup Weekend
Stuttgart 2011

www.startup-stuttgart.de
since Dec. 2011

Accelerate
Stuttgart UG
Sep. 2012

Accelerate
Stuttgart GmbH
Dec. 2014



Brand-building:
plattform for startups
information for founders
events (e.g. founders BBQ)

Services for institutions & initiatives:
event-organizing & facilitating
(e.g. Elevator Pitch BW-Series)
social-media-services
access to our startup-network
building an accelerator program

„Let's build a startup-community for
Stuttgart and Baden-Württemberg!“

non profit

for profit



activities



building an
accelerator
program

organizing and
facilitating
events

connecting
people

services
for startups

services for public
institutions &
private initiatives

contact
for future
founders &
entrepreneurs

contact
for journalists &
bloggers that need
information about
Stuttgart
Startup
community



main challenges



- we need more and more stakeholders, especially corporations and universities, to get involved into the ecosystem and play an active role
- developping investment culture on the seed- and A-series-level
- creation of an understanding of different approaches regarding innovation when comparing startups with corporations (especially hidden champions and the German SMEs | „Mittelstand“)
- developping failure culture | acceptance in general



outputs



- continuous growth of the local startup community
- support from the ministry of finance and economics of the federal state of Baden-Württemberg
- more and more corporations get involved and support our activities, universities as well
- increasing number of startup events
- more awareness for the need of entrepreneurial education



lessons learned



- community development needs to be done by the community members (founders & startup entrepreneurs) (LEADERS)
→ founding of the Startup Stuttgart Association
- public institutions and corporates can provide support but will never lead the community development (FEEDERS)
- corporates that want to play an active role need to speed up
- development takes longer than expected



follow up



- building bridges between different startup ecosystems to cross existing borders
→ building partnerships
- continuous exchange of information about different programmes and initiatives

