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**Start-up service at
BTU Cottbus-Senftenberg**

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Head of Start-up service at
BTU Cottbus-Senftenberg

The Startu-up service is funded by the Ministry of Labor, Social Affairs, Health, Women and Family and the Ministry of Economy and Energy from the European Social Fund and the State of Brandenburg.

START-UP FOUNDING IN BRANDENBURG

Overview

Data of Brandenburg

Suburban / Rural Area: ~ 30 000 km²

Inhabitants: ~ 2,5 mio

Capital: Potsdam

Advisory und qualification offers in Brandenburg

Regional Pilot Services (Lotsendienste)

in every rural district and independent town
(target group: unemployed people)

Special Pilot Service (Lotsendienst) for Migrants

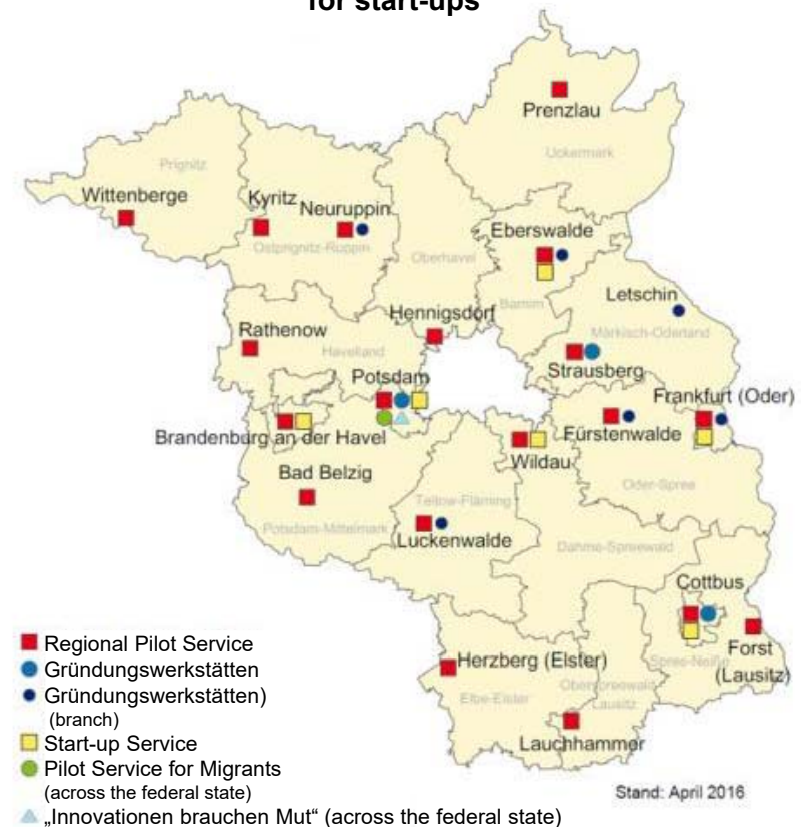
Start-up services at all universities and universities of applied science

(target group: students, scientific staff and graduates)

Gründungswerkstätten (foundation garage)

(target group: young people under 30 years)

Advisory und qualification offers for start-ups



START-UP SERVICE AT BTU

Context

Timeline:

- Previous projects: e.g. 2007-2014 BIEM association at the BTU Cottbus-Senftenberg
- Started: 1st of January in 2015
- Ends: 31st of December in 2017
- Follow-up project: 2018-2020

Financial Resources:

- The personal costs of the start-up service are fully funded by the European Social Fund and the State of Brandenburg, 3.75 Persons, about 300T€

Main Objectives

- 1) Awareness-raising
 - awareness-raising activities at the university for entrepreneurship and business foundation as an alternative career option
 - activities for promoting entrepreneurial spirit
- 2) Coaching and Consulting with the help of external partners
 - advising and supporting teams of entrepreneurs in the early stage (until the business is officially registered)

START-UP SERVICE OF THE BTU TEAM

Dr. rer. oec. Anke Kutschke
Contact person and start-up mentor

Dipl.-Ing. Jonathan Saudhof
Contact Person and start-up mentor

Dipl.-Wirt.Math. Katrin Baumert
Project coordinator und controller

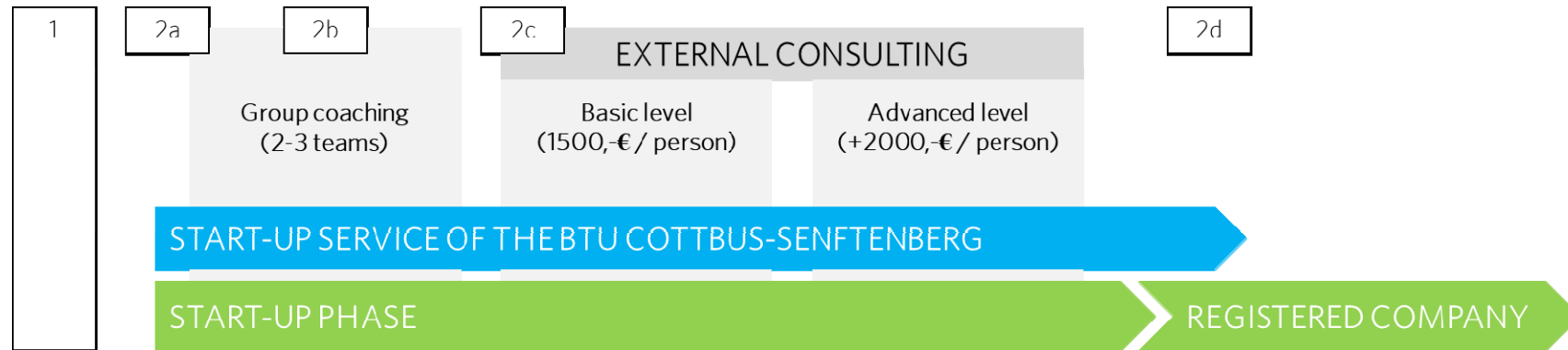
Dipl.-Ing. Cornelia Kaiser
Administration

Anett Fajerski
Administration



START-UP SERVICE AT BTU

Our Service Process according to our Objectives



← **Cooperation with the Project Innovationen brauchen Mut (IbM) / Innovations need courage:** →

- Promoting and Application for EXIST Start-up grant / EXIST Science transfer



1) Awareness-rising:

- Introducing the start-up service in different courses and lectures
- Events with general information about support for entrepreneurs
- BTU TechDays (1st Hackathon at the BTU Cottbus-Senftenberg)

2) Coaching and Consulting with the help of external partners

- Initial Meetup with the founder or the founding team
- Group Coaching
- External Consultancy and Coaching (max. 3.500 € per person)
- End of Coaching and Consultancy, transferring entrepreneurs to partners (IbM)

START-UP SERVICE AT BTU

Cooperations

- **Cooperation / collaborations with a remarkable value**
 - The network of all start-up services at universities in Brandenburg
 - Other actors and start-up services outside of the university in Cottbus
 - local public institutions outside of the university (e.g. Commercial and Industrial Chamber / IHK, Crafts Chamber / HWK)
- **Cooperation / collaboration with a significant value (high level of information exchange and support)**
 - Wirtschaftsförderung Brandenburg WFBB - Economic-activity-promoting for Brandenburg – *Project Innovationen brauchen Mut (Innovations need courage)*
 - Additional funding program for technology and knowledge based business ideas (e.g. EXIST Start-up grant)
 - *Investitionsbank Brandenburg & Investitionsbank Berlin (Business Plan Competition of Berlin and Brandenburg)*
 - *WiL - Wirtschaftsinitiative Lausitz e.V. (regional Lusatian Business Plan competition)*



START-UP SERVICE AT BTU

Emerging cooperations

- **Gründungszentrum / Business incubator**
 - Planned building next to the campus of the BTU Cottbus-Senftenberg
 - All-in-one location for important stake-holder and partner in the region of Cottbus
 - Central contact for all upcoming business founders, entrepreneurs and start-ups



Source: Professor Bernd Huckriede/GWC

START-UP SERVICE AT BTU

Lessons learned

It may sound simple:

- 1) **Communication means everything:**
 - Frequent meet-ups with partners of your region is important
 - Exchange of useful information for founders and entrepreneurs between partners
 - Cooperation in planning activities with a broader range of attention
 - Using synergy effect
- 2) **Be in the head of your partner:**
 - an intensive cooperation build up fast associations among partners
 - your partner will remind you when he or she is planning new events
 - your partner will share important information with you
- 3) **Share the same goals and values:**
 - Do not compete
 - Be full of integrity in your partnership (trust building)

THANK YOU FOR YOUR ATTENTION



Any questions ?