



SPEED UP

Interreg Europe



European Union
European Regional
Development Fund

young companies and green companies: Start-up support of young and/or green entrepreneurs in the rural area. Organisation: STIC

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Content

young companies

green companies

Letschin Countryside Incubator

young companies



Awareness-raising activities

- Self -Employment as an **alternative** to the classical employment status

Business creation

- YC supports **young people up to 30 years** to build up their company in Brandenburg

Career perspective for young people

- Entrepreneurship avoids the outflow of young people in other regions and promotes **economic growth in Brandenburg**

young companies

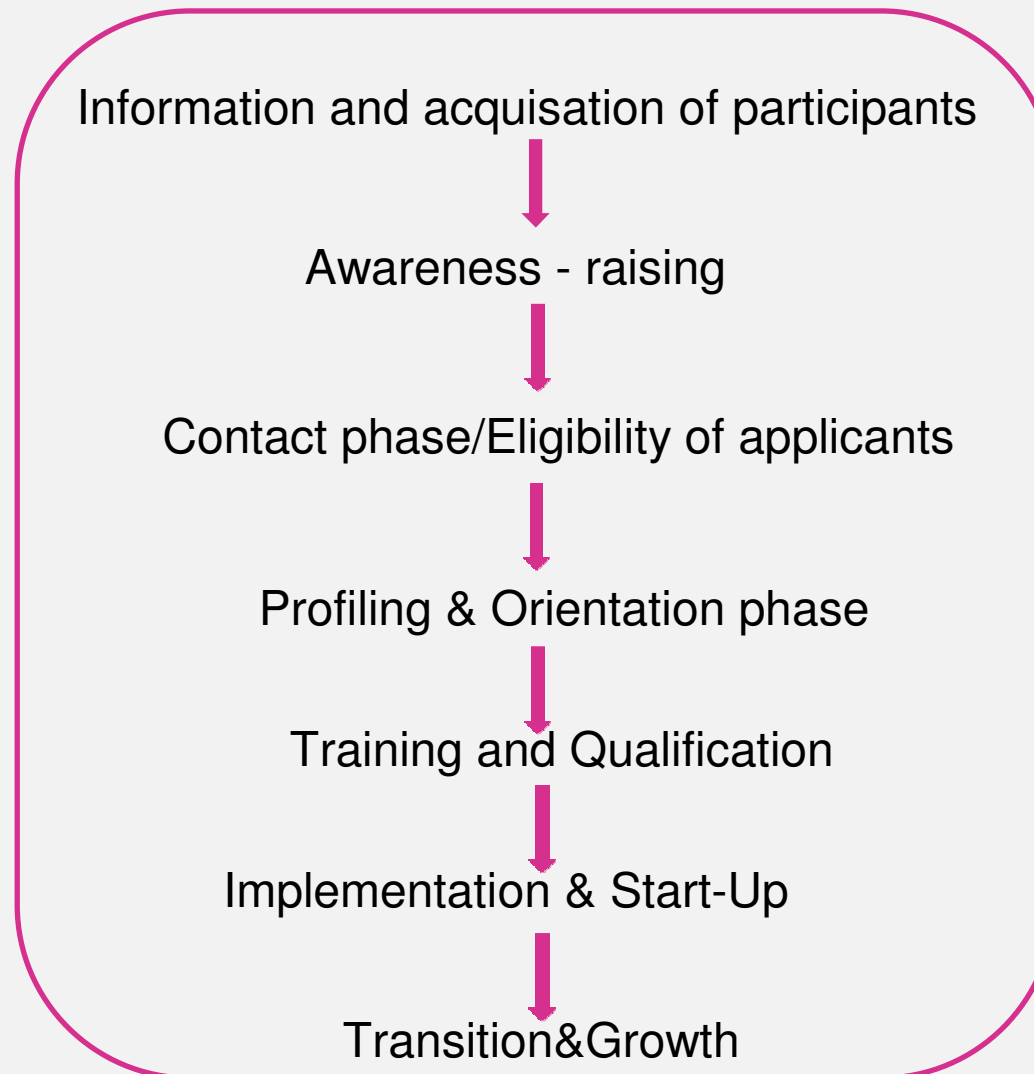
Decentralised System

Several start-up workshops/contact points ensure an extensive service network around Brandenburg:

- **Initial consultancy**
- **Individual coaching**
- **Co-working spaces**
- **Seminars addressed to economic topics**



young companies



young companies

Budget

- young companies is funded by the **European Social Fund and national fund** of the **State of Brandenburg**
- young companies is part of the Regulation for entrepreneurship (operationell programme of the State of Brandenburg 2014 – 2020)

Challenge: How to guarantee the financial sustainability after 2020?

green companies



Business support for **green entrepreneurs** after business creation

- Ensure a sustainable business concept

Start-up support for people with a **green business idea**

- Facilitate market access

Green...

- **products** (organic food, organic beauty products –goat soap)
- **energy** (energy from biomass)
- **materials** (ecological building materials)

green companies

Activities

Professional Workshops

- Know-how, knowledge-transfer between green entrepreneurs, networking

Revision coaching

- Analysing current market position, what can be improved

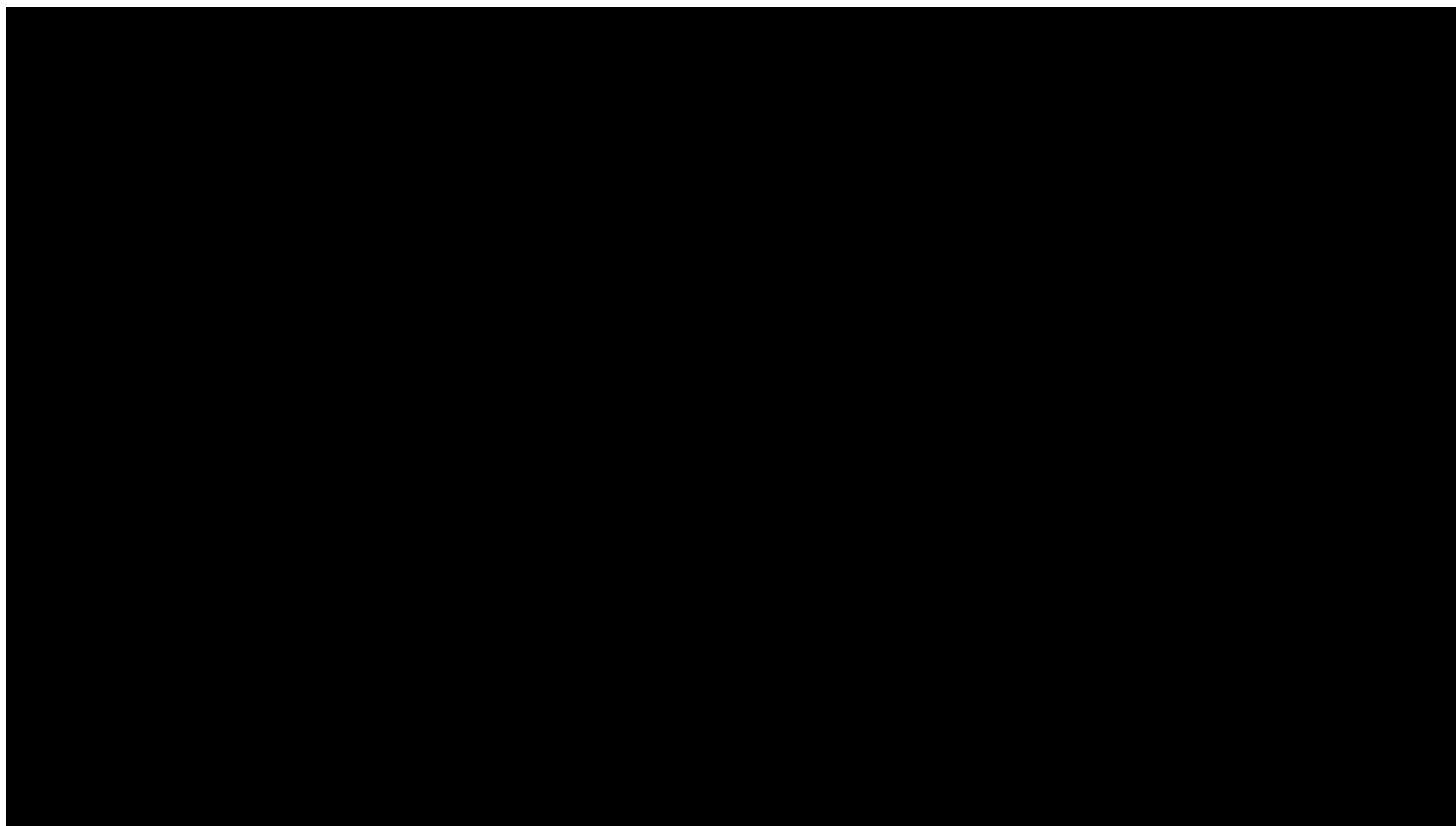
Presentation at trade fairs

- Facilitate market access, Networking, communication training, evaluation of the presentation

Mystery Check

- Evaluation and assessment of the point of sale (product presentation, service quality)

green companies



green companies

Result

- Increase in sales
- Strengthening the green sector in North-East Brandenburg
- Reduction/abstinence of unemployment benefits

green companies is the winner of the Start Green Award 2016



Letschin Countryside Incubator

- Co-working spaces in rural area of East Brandenburg
- 15 work stations (WiFi, Internet, postal address)
- Launch
- Networking
- Business support by the regional economic promotion agency (STIC)





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Thank you!

Questions welcome



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