

GP 20: GründerWERK – Zentrum für Unternehmensgründung der Hochschule Pforzheim

Start date: 01.10.2017

End date: on-going

Owner: Federal State Baden-Württemberg

Scope: ✓ training needs ✓ policy measures other

Geographical focus: ✓ local and regional national International

The "GründerWERK - Zentrum für Unternehmensgründung der Hochschule Pforzheim" (engl. Foundation center of the University of Applied Sciences Pforzheim) is the central contact point and network for students, teachers and employees interested in starting a business at the University of Applied Sciences Pforzheim.

Aim:

Establishment of a sustainable start-up culture at the University Pforzheim through content, formats, consulting and cooperation in the following areas:

- Entrepreneurship Education
- Innovation and start-up research
- Start-up advice.
- The founding network
- Start-up controlling

Target group:

It is opened for all founders.

About the good practice:

The services of the "GründerWERK" are the following:
-Consultancy (from first idea to raise up the company)
-Education (Entrepreneurship Education formats - curricular / extra-curricular)
-Research (Innovation, Entrepreneurship, and Sustainability).
 In general the GP supports:
 - Concept of a family friendly university.
 - Regularly afterwork meetings of entrepreneurial thinking and acting women.
 - "Frauenwirtschaftstage" (=Women Business Days) – a regional program from ministry – in Pforzheim one day once a year.

Therewith the state government of Baden-Württemberg wants to support the equal participation of women in working life and in the economy through an active women's promotion policy. That is why these days should highlight the great importance of women for Baden-Württemberg's economic life, as women are an important economic factor. As entrepreneurs, skilled workers, scientists or researchers, they play a role in shaping the economy and society.

-Development of a perfect fit consultant program for young women in business with an entrepreneurial spirit.

The key factors of success:

- Providing of Toolbox of Methods and techniques
- Managing of problems of cooperation, collaboration and interdisciplinary

Resources needed:

900,000 € in state funding and 100,000 € in federal funding were allocated

Evidence for success:

- ✓ 250 students/participants in the Entrepreneurship Education programs
- ✓ Provided funding - app. 350,000 € /Y
- ✓ 9 start ups established/year

Potential for learning or transfer

- organizational model / implementation process
- specific tool – training/ policy

Contact:

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