

# BUSINESS BREAKFAST ORGANIZED BY S2i

PLACE: STUTTGART, GERMANY

DATE: 18.10.2019



### **With know-how from crisis to success - the Third Business Breakfast of DanubeChance2.0 discussed support offers for re-starters**

On 18 October 2019, around twenty representatives of regional chambers of industry and commerce and start-up centres met in Stuttgart to exchange experiences concerning entrepreneurial re-starts after insolvency, prevention and coping with corporate crises. The Business Breakfast took place within an event series "Successful Re-Start - With Know-How and the Right Network from the Crisis" of the EU-funded DanubeChance2.0 project. Start-up BW, together with Steinbeis-Europa-Zentrum and Team U, a consulting firm specializing in settling corporate crises, hosted the event at the Ministry of Economics. Against the backdrop of the toolbox for re-starters prepared in DanubeChance2.0, the participants discussed the needs of tailoring public programmes for second-chance-entrepreneurship. Another subject of debate was the German attitude towards trial-and-error respectively failure in business life and the associated hurdles for re-start and turnaround.

### **DanubeChance2.0 - Platform and training measures for Second-Chance-Entrepreneurship**

DanubeChance2.0 project coordinator Samantha Michaux opened the workshop discussion, presenting the objectives of DanubeChance2.0 and the first results of the project. In the first year of cooperation the 11 project partners collected good practices - exemplary programmes and initiatives for re-starters - from 14 Danube countries. A not very surprising result: There are hardly any counselling and support programmes that explicitly address re-starters. Among the few, mostly private initiatives, are the Hero Meetings of Team U, which offer a forum for personal exchange of affected people and help them to gain a foothold. The founders of the Hero Meetings, Bert Overlack and Attila von Unruh, shared their vision for re-start consulting at the Business Breakfast. "We want to enable failed or stumbling entrepreneurs to emerge stronger from crisis and convert their experience into capital for a new start," says Bert Overlack. Team U is therefore working with Steinbeis-Europa-Zentrum to implement the Danube package of measures, which includes both policy recommendations for improved re-launch conditions and concrete consultancy services.

### **Trial-and-Error Transnational Academy – blended learning lessons for re-starters**

In the afternoon of the workshop S2i presented the free-of-charge consulting pilot designed by DanubeChance2.0: The Trial-and-Error Transnational Academy. The academy is aimed specifically at re-starters and entrepreneurs in crisis and comprises 10 modules in which knowledge and important skills for a new start are imparted. Beginning with reflecting reasons for own failure the tools lead up to the elaboration of a new business plan and the practice of negotiation methods with financiers. Workshops led by start-up experts alternate with virtual lessons.

In the subsequent discussion, the participants shared their experiences. A common observation is that entrepreneurs demand help far too late, usually only when it is too late for the turnaround. It was also

considered important to help founders to become aware of signs of crisis and stumbling blocks in business life. This requires not only new programmes such as the Trial-and-Error Academy, but above all a more open approach to failure in society. On the path to a restart-friendly start-up culture, the support of key actors from politics and business is particularly important. For this multi-player cooperation DanubeChance2.0 would like to offer a platform and provide impetus for the initiation of a cultural change.