



READY TO BUILD
THE FUTURE?
YES.

June 27, 2018 – Brussels - #YESbxl



GIOVANI SI



Regione Toscana



Youth Entrepreneurial Spirit



Baden-Württemberg



“Start-up Baden-Württemberg Young Talents: Promoting entrepreneurial attitudes in schools”

Ulrike Conrad

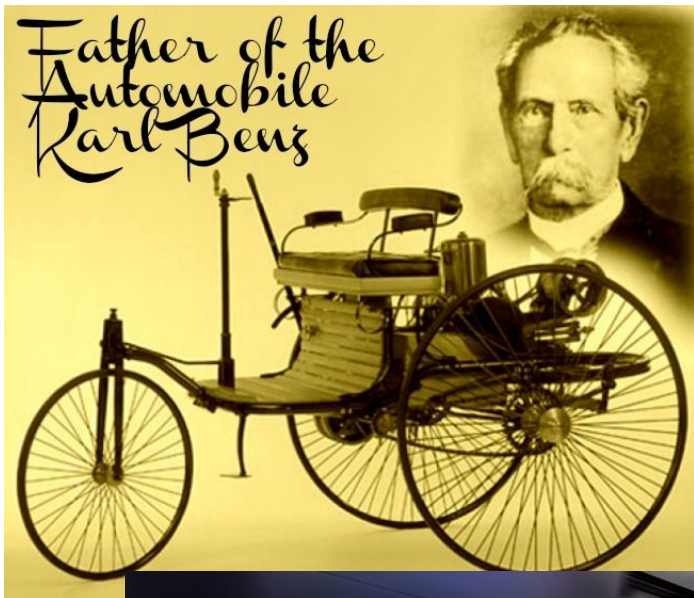
Representation of the State of Baden-Württemberg to the European Union

#YESbwl



GIOVANI SI





Carl Benz and Robert Bosch were once start-up entrepreneurs, each with a revolutionary idea.

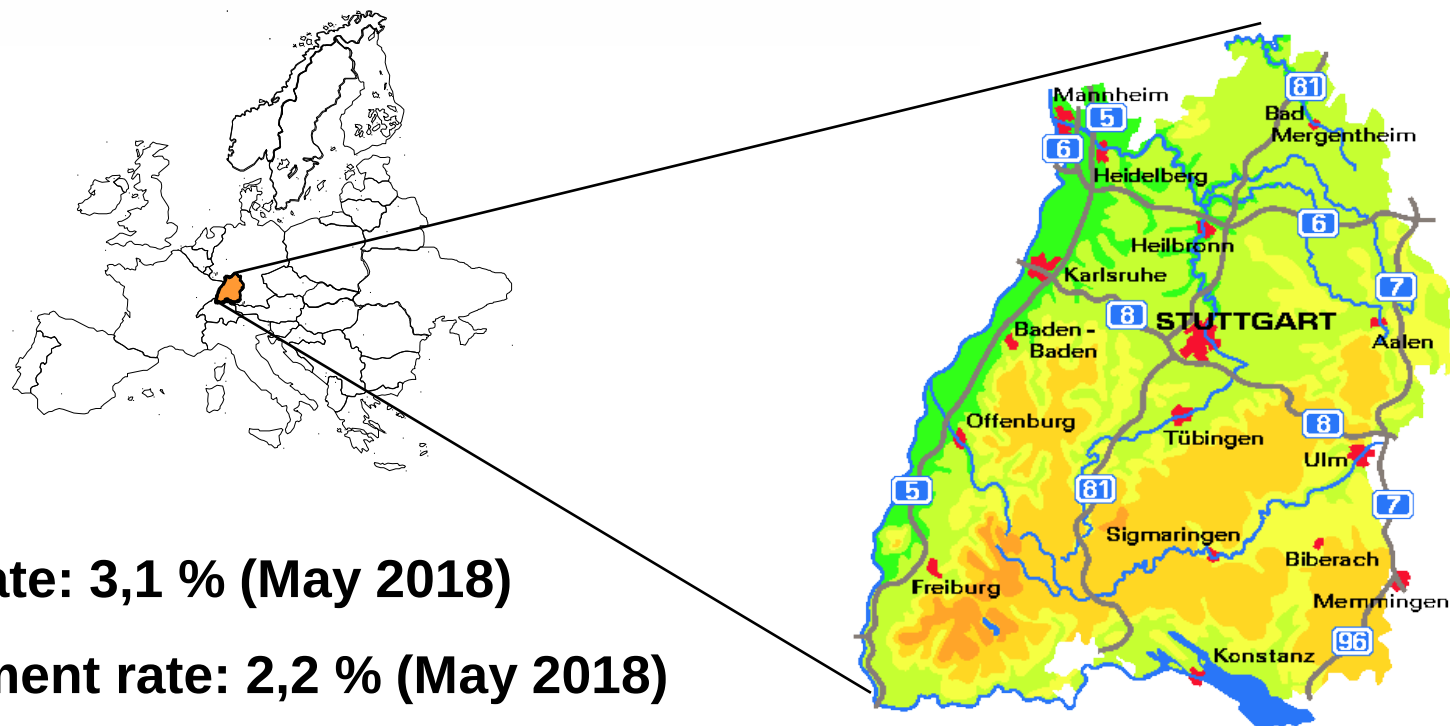


#YESbxi

Entrepreneurship in Baden-Württemberg



Baden-Württemberg



- Unemployment rate: 3,1 % (May 2018)
- Youth unemployment rate: 2,2 % (May 2018)
- Self-employed: 10 % (approx. 500.000 entrepreneurs, 29% female)
- Approx. 70.000 - 80.000 business starters p.a.
- Approx. 6.000 - 8.000 business transfers p.a.

#YESbxi

Start-up BW – new campaign: Different actions under one umbrella.



#YESbwl

Targets for the core area "School and Entrepreneurship"

- Raise awareness of entrepreneurial thinking and action in students
- Create an entrepreneurial spirit and mind-set
- Show self-employment / freelancing as a vocational option
- Bridge gaps between theory and practise
- Strengthen understanding of economic processes
- Encourage *learning by doing*
- Improve social competences and soft skills

#YESbxi

Start-up Young Talents

In cooperation with the Ministry of Education, Youth and Sports in BW
Curricula reform in 2016: Vocational Guidance in General Education

- Vital to changing transitional pathways of students
 - Economics / Vocational Guidance as a required subject at secondary level,
 - Practical experience outside of school,
 - Mandatory modules for guidance towards HE in upper secondary level,
 - Day of Vocational Guidance.
- Projects like Start up fit perfectly into the new school curriculum.

#YESbxi

Start-up Young Talents

Close partnerships with:

- Teachers, business associations, entrepreneurs, private initiatives, project executing organizations, national projects like JUNIOR, business@school
- Chambers of Industry and Commerce and Chambers of Crafts
- The Federal Ministry of Economic Affairs and Energy:
Task force “*Initiative of entrepreneurial spirit*”

#YESbxi

Initiatives and support for schools

- Start-up BW Young Talents
Project 1: Innovation workshop & Pitch
Project 2: Interviews with male and female founders

www.unternehmergeist-macht-schule.de

#YESbxi

Innovation Workshop & Pitch

General Education

Target group: 14 year old school students

One day workshop for 30 to 50 students

- Small, randomly selected teams, develop a business idea in one day
- Using different creative methods such as design thinking and the business model canvas
- Teams present their business ideas to an expert jury
- The winning team takes part in a regional Start-up BW Elevator Pitch where the team competes against other Young-Talents school teams

#YESbxi

Meet up with Female and Male Founders

School students interview business founders

Business founders act as role models.

- **The project team organises the matching between the school class and the business founder**
- **The students prepare an interview with the help of guidelines developed by the project team**
- **A database will be developed with the profiles of the founders**

www.startupbw.de/portfolio/young-talents/

#YESbxi

Initiatives and further support for schools

- Support for projects when founding a school enterprise / mini-enterprise:
 - Legal advice for school enterprises
 - "SchulBankKredit" - How to get a loan for a start-up from the bank.
 - JUNIOR – Students experience economy – regional competition
- Other projects in Baden-Württemberg:
 - NFTE - Network for Teaching Entrepreneurship for students with special needs.
 - MeisterPOWER – How to successfully run a company in the craft sector.
www.meister-power.de

#YESbxi

Support from Chambers of Lawyers

- List of lawyers who are willing to consult mini-enterprises
- Teachers or students in the process of creating a mini-enterprise, who need advice, can pick a lawyer out of their region's chamber of lawyers' list
- The costs are covered by the Ministry of Economical Affairs of Baden-Württemberg.

#YESbxi

Legal advice for school enterprises



Baden-Württemberg

Hello!

How can I help you?

Do we need an authorization for our idea?

Do we have to register our enterprise anywhere?

Which legal form of a company makes sense?

Do we have to pay taxes?

Are we allowed to advertise?



#YESbxi

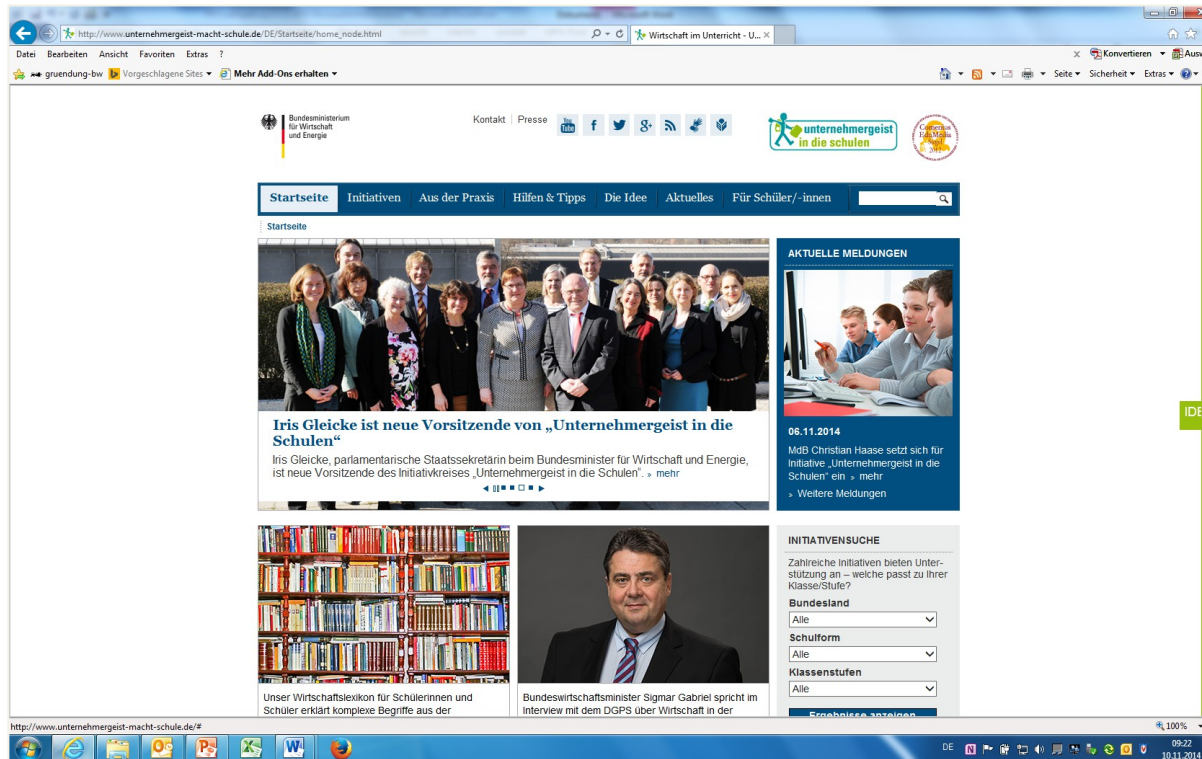


Project: “SchulBankKredit“

- Students can get a loan for their start-up from the L-Bank.
 - Precondition: Hand in a convincing business plan with a cost budget.
- Selected projects are invited by the L-Bank to present their ideas
- The interview is led by trainees of the bank (with mentor)
- The loan can be refused, approved or changes to the proposal can be required
- Objective: ”Learning by doing“

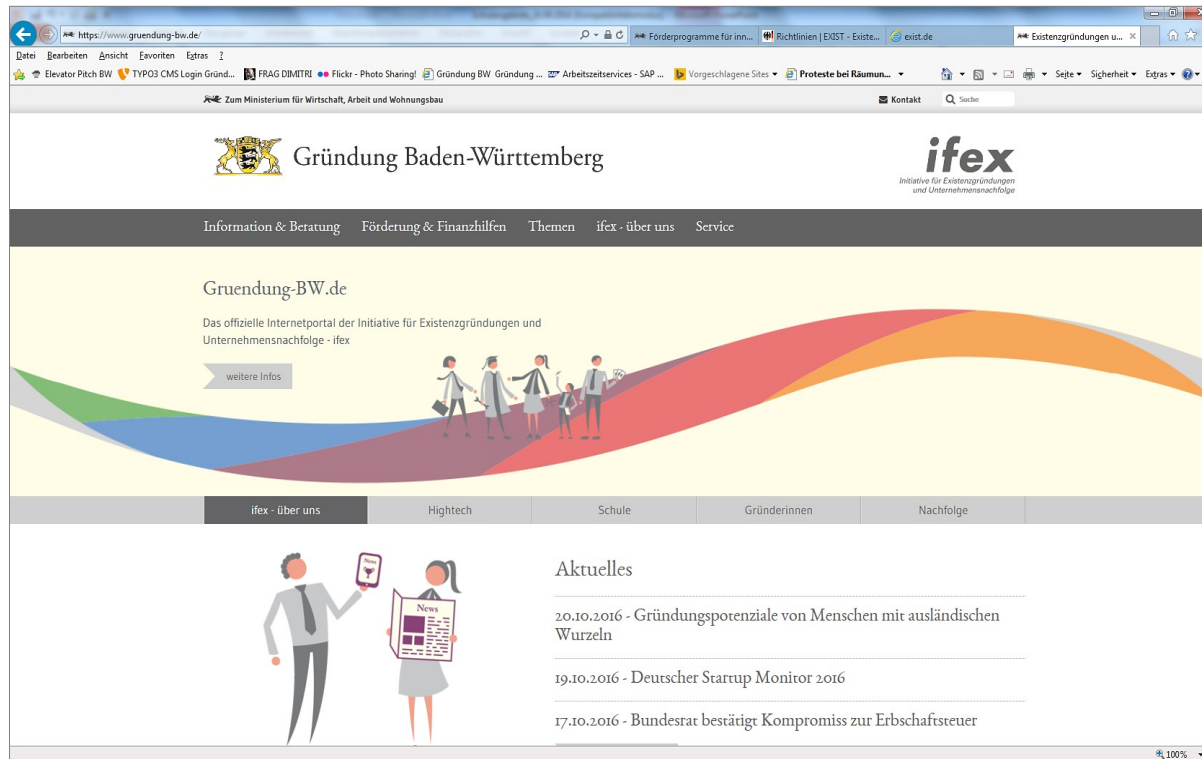
#YESbxi

www.unternehmergeist-macht-schule.de



#YESbxi


www.gruendung-bw.de



#YESbxi


www.startupbw.de

Zum Ministerium für Wirtschaft, Arbeit und Wohnungsbau



Home Kontakt Impressum Datenschutz | DE EN Wonach suchen Sie?

Start-up-Land Start-ups B2B Partner Wettbewerbe Förderung



Start-up BW Young Talents möchten den Gründergeist bei Jugendlichen noch frühzeitiger entwickeln.

Dafür gibt es das Start-up BW Young Talents – Innovation Workshop & Pitch Format. Dieses beinhaltet Design Thinking-, Canvas Business Model-Workshops, Pitch-Training und Elevator-Pitches. [➤](#)

Die Start-up BW Acceleratoren

Was ist mit Start-up BW Ökosystemen gemeint?

MikroCrowd hilft jungen Unternehmen, potenzielle Kleininvestoren von ihrer Idee zu...

Start-up BW Young Talents möchten den Gründergeist bei Jugendlichen noch frühzeitiger...

#YESbxi



Petra Weininger

**Ministry of Economic Affairs, Labour and
Housing of Baden-Württemberg**

Initiative for start ups and business transfers-
ifex

E-mail: Petra.Weininger@wm.bwl.de

E-mail: Ulrike.Conrad@bruessel.bwl.de

#YESbwl