



BRIDGE

Gründen aus Bremer Hochschulen

**Setting up a business originating from
Bremen's universities
BRIDGE – a network approach**

YERUN Staff Training, Entrepreneurship and Employability

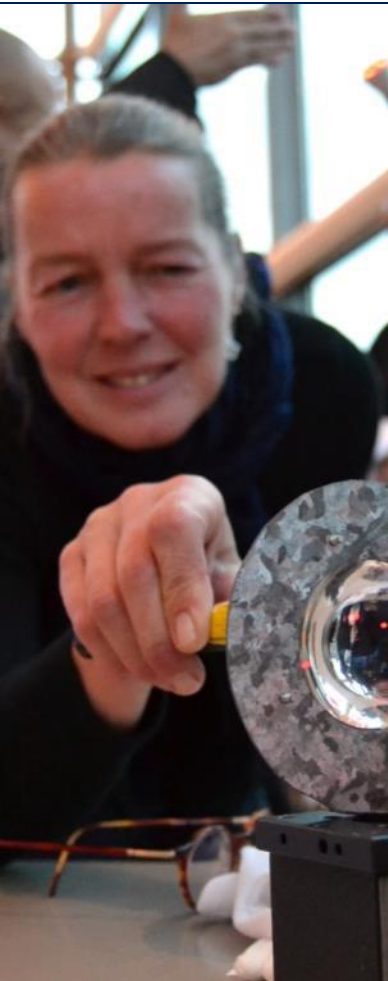
14 March 2018, Meike Goos

What is BRIDGE?



- BRIDGE is your first contact point regarding setting up a business originating from Bremen's universities – since 2002!
- Partners are:
 - University of Bremen
 - Hochschule Bremen - City University of Applied Sciences Bremen
 - University of Applied Sciences Bremerhaven
 - Bremer Aufbau-Bank GmbH
- Our aims:
 - Supporting start-ups originating from Bremen's universities
 - Improving the entrepreneurial spirit at Bremen's universities
 - Supporting promising ideas at an early stage

Science & StartUps: Facts and Figures



- Innovative knowledge at universities is a good basis for business formations.
- 15 % of StartUps in Germany are spin-offs from universities or research institutions.
- Business founders from universities work on their StartUp predominantly as a second job.
- Teams are becoming more and more important: More than every third university StartUp is founded as a team.
 - Advantages:
 - Complementary skills of the team members increase the pool of competences of the whole team.
 - On average, StartUps that are founded as a team achieve more economic success than one-person Startups.

Source: Bijedić et al. (2017): Gründungserfolg von Wissenschaftlern an deutschen Hochschulen

What we offer

- BRIDGE offers three modules:



Practical Workshops
&
Seminars

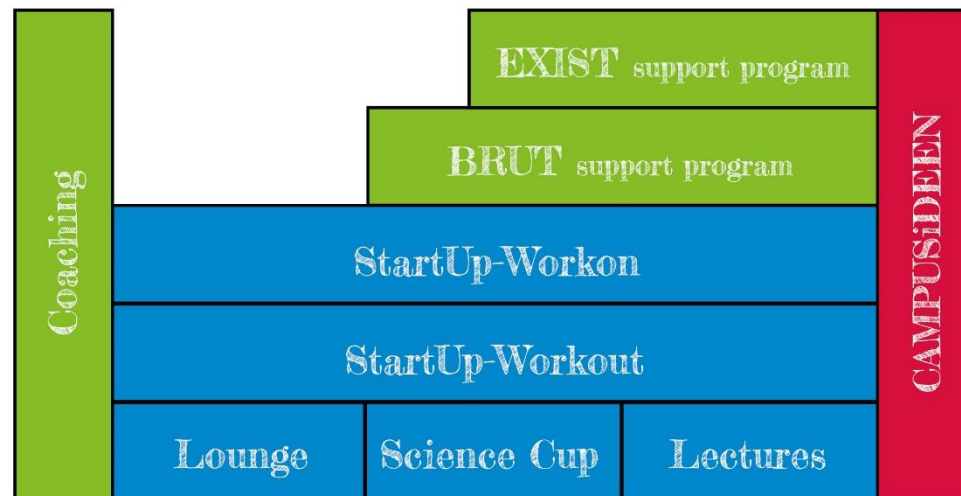


Individual
coaching
&
Access to support
programs



Contest for
business ideas &
business plans -
CAMPUSiDEEN

Consistent overall concept with high demand



- Sensitization / Qualification Courses
- Coaching / Funding Programs
- Competition for start-up ideas and business plans



Workshops

Practical workshops and seminars

Management & formation training: BRIDGE Science Cup



Raise your entrepreneurial competences and apply them directly.



Train:

- Business knowledge
- Taking decisions in a team
- Presenting results

All
BRIDGE-
courses
are free!

StartUp-Lounge



- 6. Bremer StartUp-Lounge on 15. November 2017 in Bremerhaven with approx. 40 participants
- Successful cooperation with BEGIN/ Starthaus
- Concept: Successful StartUps talk about their experiences

7. Bremer StartUp-Lounge

Wednesday, 6th June 2018
6 pm, Universität Bremen GW2 B3009

LEIDENSCHAFT.

Meet StartUps from
your University and University of Applied
Sciences

StartUp-Workout

„Are you fit for your für StartUp –
and is your StartUp fit for the market?“

- Ready, steady, go!: **Business concept**
- For whom are you getting prepared:
Market, competition & target group
- Keep going – don't throw in the towel:
Types of busines organizations & taxes
- Your truth is out there:
Price setting & pricing policy
- Lets see what you've got:
Marketing & sales
- When can you see the success?:
Numbers of the business plan

Around 40
qualified
StartUp-
projects per
year



Coaching

Customised coaching in each stage of setting up your business

Coaching

We are your first contact point – in each state of your start-up!

- Identifying your **coaching needs**
- Feedback to your **business model**
- Communicating **networking contacts**
- Helping to get access to **universities' resources**
- Recommendation of suitable **support programs**



Government grants & support

- **BRUT is a founders' support program in the state of Bremen**
 - It is aimed to develop the skills necessary to assess and shape an entrepreneurial opportunity.
 - Supports innovative start-up-projects in Bremen.
- **EXIST Business Start-Up Grant (Gründerstipendium)**
 - Supports the preparation of innovative business start-up projects at universities and research institutions.
- **EXIST Transfer of Research (Forschungstransfer)**
 - Promotes technology-based business start-up projects in the pre-start-up and the start-up stage.
 - Complements Business Start-Up Grants with an excellence-oriented measure for high-tech start-ups.



Bremer support program BRUT

- Goals:
 - Development of a good business model
 - Setting up, deepening and training entrepreneurial competences
 - Foundation & commencement of business operations
- Who gets supported?
 - Graduates
 - Young professionals / senior professionals
- How do they get supported?
 - Financial milestones (4.500 - 9.000 €)
 - Workshops about setting up a business (20 days)
 - Support & feedback
 - Peer group approach



terms:
6 and 12
month

Application
period:
twice a year

EXIST Business Start-Up Grant (BMW i)

- Goals:
 - Development of a product or service
 - Working out a business plan
 - Business formation
- Who gets supported?
 - Graduates, scientists und students
- Preconditions:
 - Innovative technology-oriented plans for setting up a business
 - Based on scientific findings
- How do they get supported?
 - Scholarship grant for covering basic needs (1.000 – 3.000€/month)
 - Materials (10.000€, for teams 30.000€)
 - Coaching (5.000€)



term:
12 month

Application
period :
monthly

EXIST Transfer of Research (BMW i)

- Goals:
 - Developing a business plan
 - Business formation
 - Commencement of business operations
- Who gets supported?
 - Teams of researchers at universities and research institutions
 - max. 3 researchers, of which 1 technician if necessary
 - 1 additional person with business competences
- Preconditions:
 - Research-based business idea
 - Very elaborate and risky development
- How do they get supported?
 - Personnel expenses
 - Materials (up to 250.000€)



term:
starting from
18 month

Application
period :
twice a year

EXIST-programs

EXIST Business Start-Up Grant

Innovative projects

Term: 1 year

Funding: ca. 100.000 €

Examples:

*BRIGE, smart insights,
TobyRich*

Applied funding in 2017:
ca. 415.500 EUR

EXIST Transfer of research

Research-based projects

Term: 3 years

Funding: ca. 500.000 €

Examples:

*Additive Works, sensosurf,
cellumation*

Overall balance of EXIST since 2007: ca. 5 Mio. €



BRIDGE



CAMPUSiDEEN 2017

Wettbewerb für Geschäftsideen und Businesspläne



Überrasche uns mit Deiner Idee!

 Universität Bremen

 campusideen

Mitmachen bis 16.7.2017
Preise im Wert von 17.000 Euro
www.bridge-online.de

 Universität Bremen

 **HSB**
Hochschule Bremen
City University of Applied Sciences

BAB Die Förderbank
für Bremen und Bremerhaven
Wir finanzieren Zukunft

 Hochschule Bremerhaven

CAMPUSiDEEN



Award Ceremony 28. September 2017
„Schütting, Handelskammer zu Bremen“
More than 120 guests

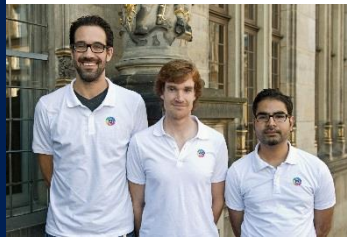


Award Ceremony, 28. September 2017
 „Schütting, Handelskammer zu Bremen“
 More than 120 guests

CAMPUSiDEEN – Winner 2017



Business ideas



1. place: HyperSurvey



2. place: Multicolour Extruder



3. place: CamSens

Business plans



1. place: Eldar Deal



2. place: Skills



3. place: ShaVa

Special prices



Best Pitch: Lohnbrauerei



Trademark protection: herum:reisen

CAMPUSiDEEN „Hall of Fame“

ePholution GmbH

toby rich GmbH

PapaTürk GmbH

smart insights GmbH

vazoo GmbH

Sensosurf GmbH

FoodLoop GmbH

Gastronovi GmbH

Edicted GmbH

BRIGE GmbH

evoblade UG



Messtechnik

Spielzeugtechnik

Getränke

Marktforschung

Webportal

Industrie/Sensorik

Nahrung/IT

Gastro/IT

Legal Outsourcing

Industriereinigung

Energie/Wind

Contact

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