

Sponsoren

  
LfA FÖRDERBANK BAYERN  
**SIEMENS**



Gefördert von:  
Bayerisches Staatsministerium für  
Wirtschaft, Infrastruktur, Verkehr und Technologie

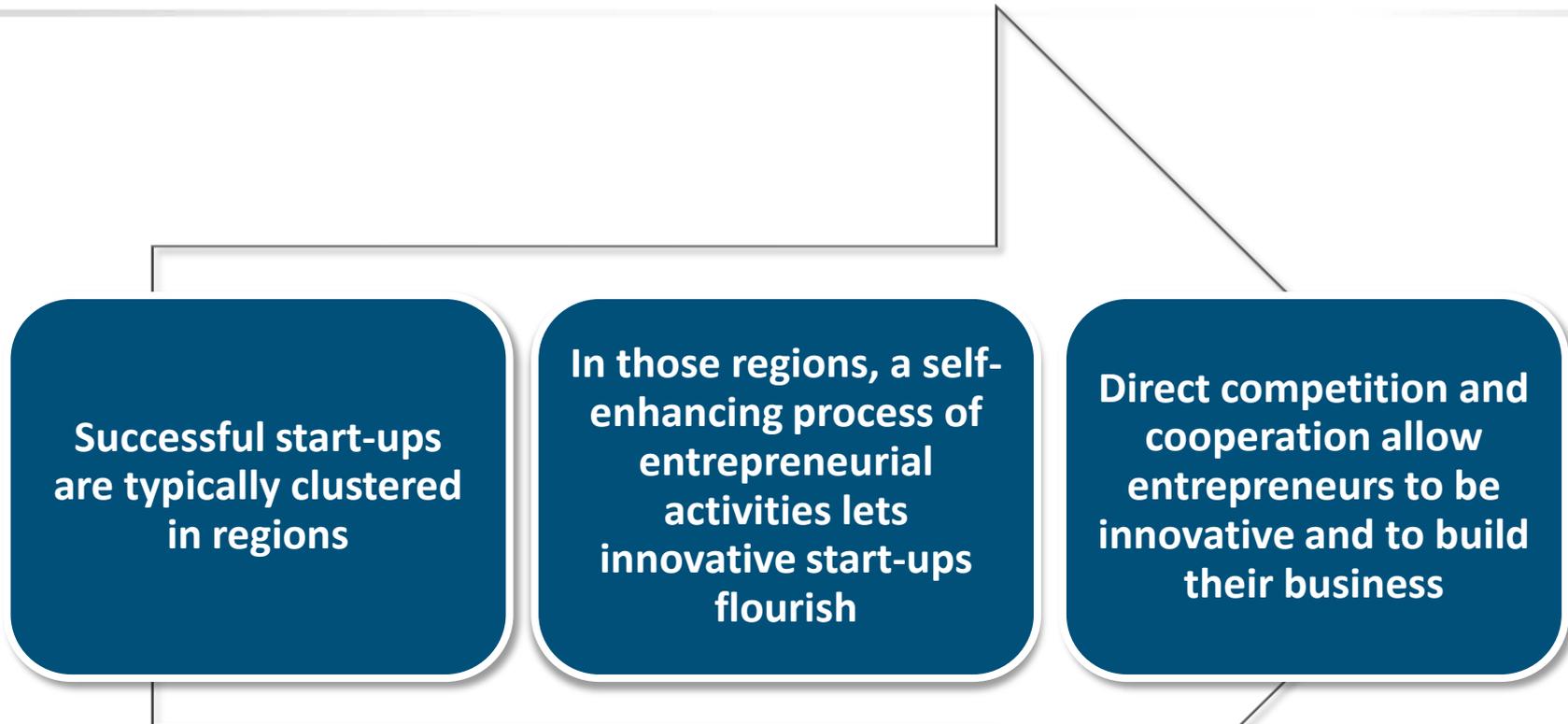


# Identification of innovative projects, market readiness support, matching with potential investors.

Wroclaw, 17.06.2010

**Arne-G. Hostrup**  
netzwerk nordbayern

## There is good evidence that rapid growth by innovative start-ups follows a plan:



To establish these clusters, regions need to create a **critical mass of entrepreneurial activities**: one way to drive critical mass is setting-up a **founder initiative / a business plan competition!**

## Objectives and Financing

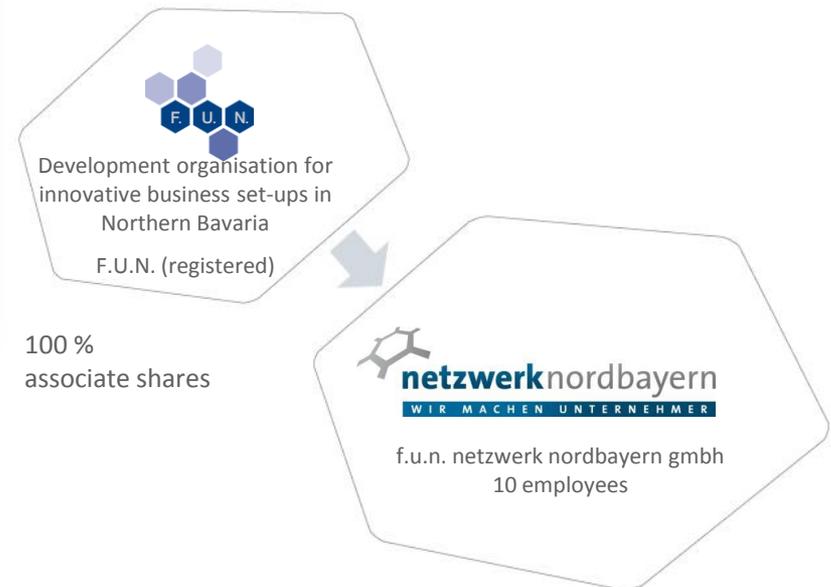
netzwerk nordbayern is committed to the foundation and growth of innovative companies in Northern Bavaria and is supported by the Bavarian Department of Trade and Industry and private sponsors..

Founded in 1999

Board of directors:  
Maximilian Reindl, Chairman  
Prof. Dr. Klaus Wucherer, Deputy Director  
Dr. Bernd Rödl, Treasurer

about 150 members

Membership contributions from 100 € to 5.000 €  
Free of charge for sponsors and universities





## Target Group

Innovative, growth-oriented companies and founders

### Planning

Professional support in company planning and preparation of business plans

### Financing

Setting up contacts between investors and companies seeking capital

### Training

Seminars, workshops, start-up wiki, coaching and mentoring

### Networking

Setting up contacts, organising networking events, online networking with Twitter & XING



## Phase 1: Business idea

Idea and client benefits  
(approx. 7 pages)

Prize:  
10 x € 500

## Phase 2: Outline business plan

Concept for exploitation  
of market potential  
(approx. 20 pages)

Prize:  
10 x € 1.500

## Phase 3: Detailed business plan

Implementation of business  
concept and calculation of  
financing requirements  
(approx. 30 pages)

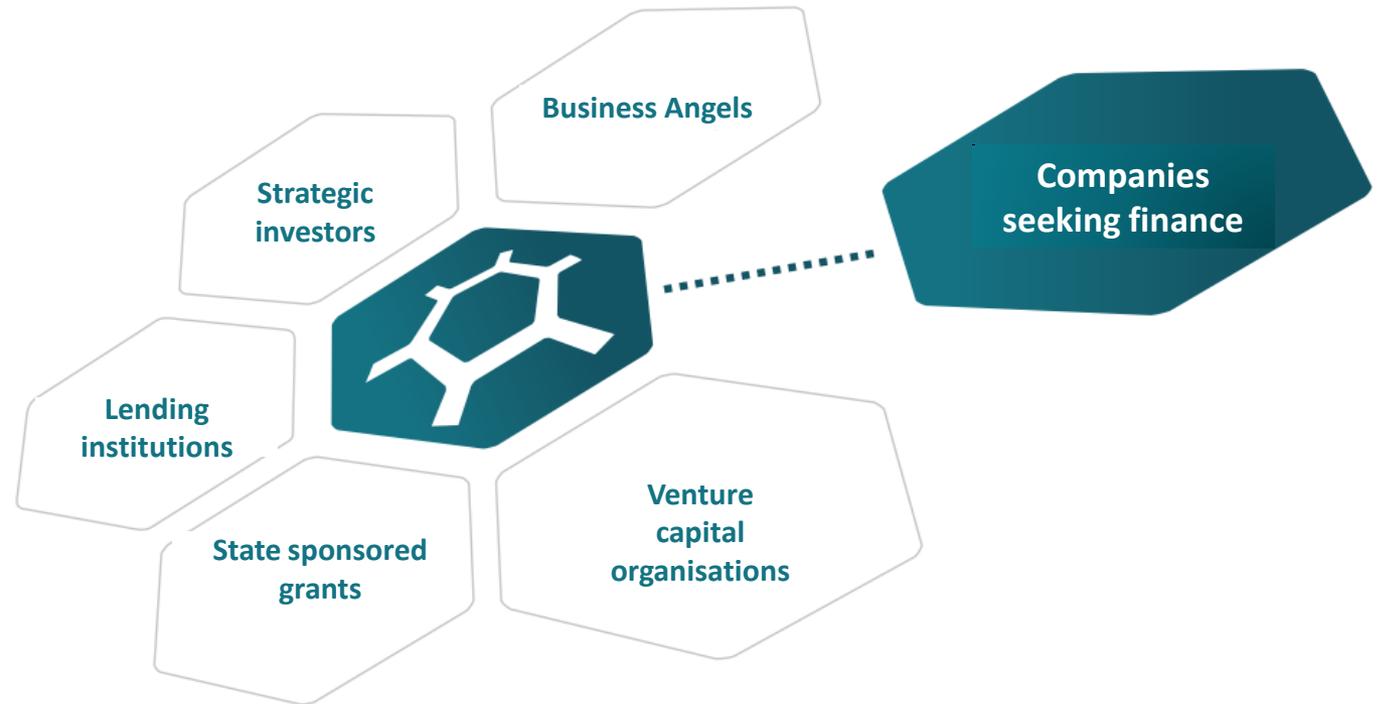
Prize:  
1<sup>st</sup> place: € 15.000  
2<sup>nd</sup> place: € 10.000  
3<sup>rd</sup> place: € 5.000

## Support and services

- › Writing the business plan in all three phases
- › 8 -15 written feedback reports by competent jurors (businessmen and capital providers)
- › Optimisation of business plan through individual coaching and seminars
- › “Tools “: Manual on writing a business plan, financial planning tool

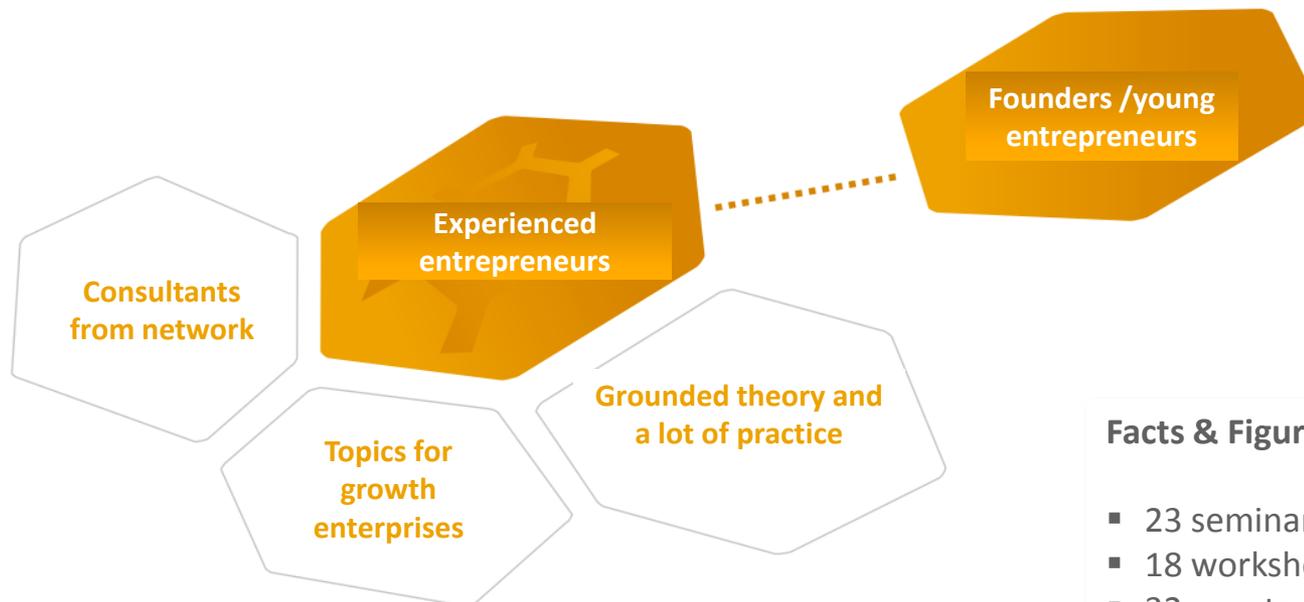
## Facts & Figures

- › Since 1999: 1,600 teams have participated, leading to 661 start-ups.
- › 471 of these remain in the market, generating €294 million turnover and 3,381 jobs.



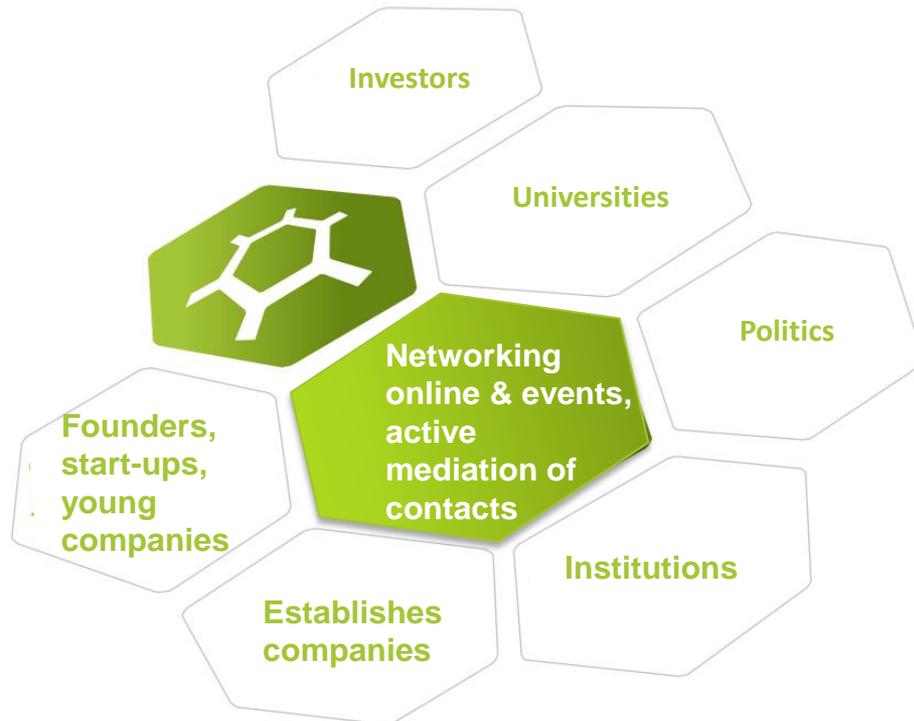
## Facts & Figures:

- Since 1999, 108 financial backings have been arranged and €130 million venture capital invested
- Most successful Business Angel Network in Germany



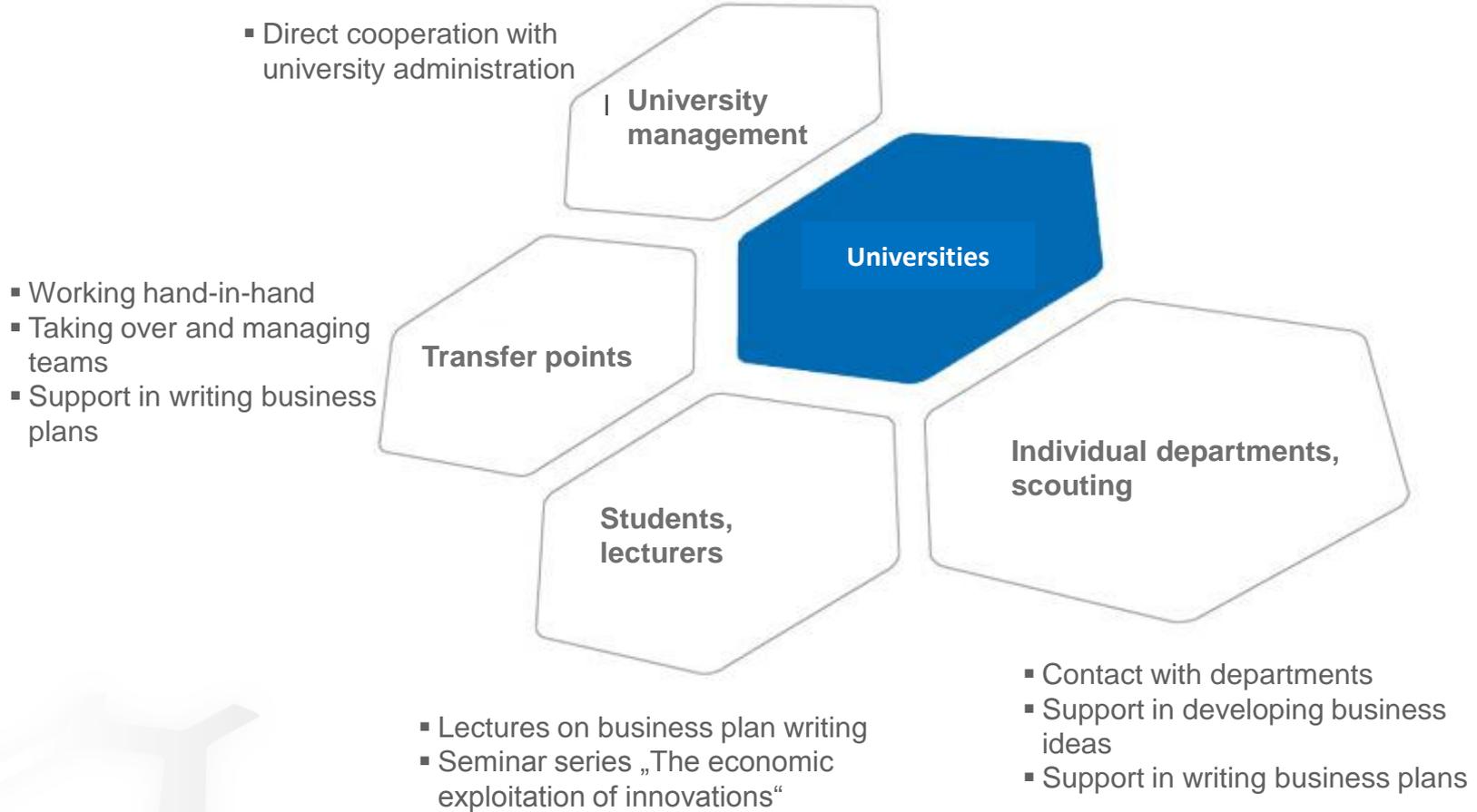
## Facts & Figures (2009):

- 23 seminars with 584 participants
- 18 workshops with 298 participants
- 32 events & lectures at several universities in northern Bavaria with about 1.800 participants
- 600 hours of coaching in 375 coaching sessions



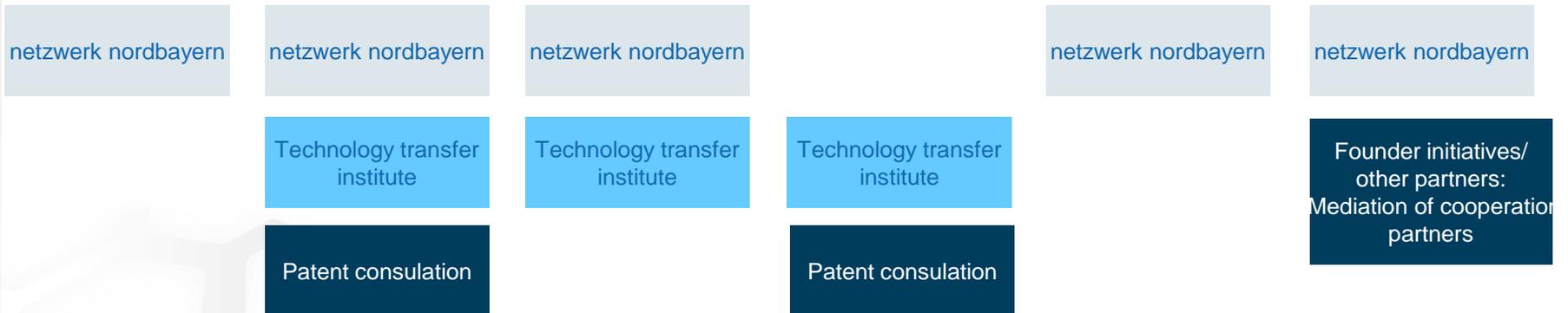
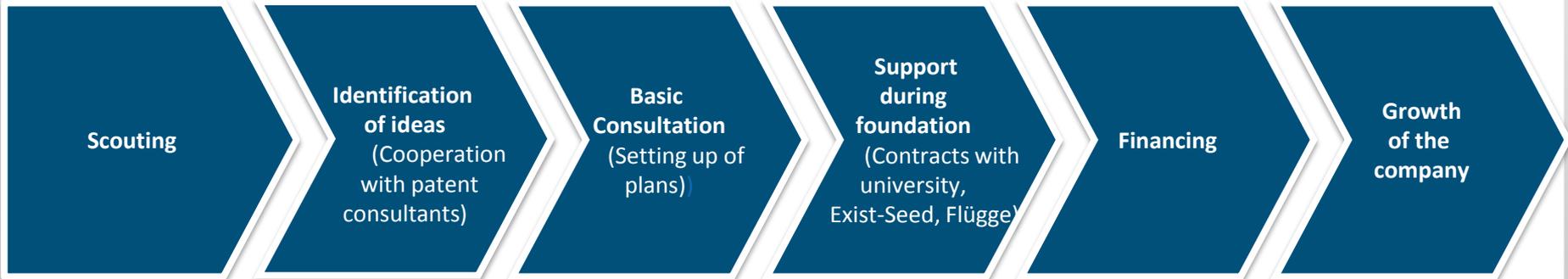
## Facts & Figures (2009):

- 25 events with overall 2.814 participants
- 79 external events (where netzwerk nordbayern presented itself) with about 14.500 visitors
- about 9.000 active people in the network



## New approach to the project

## Previous support during the process of foundation



## Sponsoren



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**SIEMENS**



**REFIT**



**MIG**  
Fonds



**DATEV**

BayBG Bayerische  
Beteiligungsgesellschaft mbH  
Bayern Kapital GmbH  
claudiusbähr + friends  
Dorfner Gruppe  
F.U.N. e. V.  
HCN – HighTech Center Nord  
HDI-Gerling  
Pensionsmanagement AG

High-Tech Gründerfonds  
Hotel HerzogsPark  
Kanzlei.FSR – Finanzen.Steuern.Recht  
KfW Bankengruppe  
Linn High Therm GmbH  
Microsoft Deutschland GmbH  
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Managementberatung

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## Neutrality

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- private organisation
- non-profit orientated

## Quality

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- Clear target group definition
- active quality management
- fair play codex for investors

## Free of charge services

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- no fee for BPWN participation
- no fee for investor matching
- nominal seminar fees
- no fee for individual coaching for BPWN-participants



**netzwerk**nordbayern

MAKING ENTREPRENEURS

Making entrepreneurs.

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Ausrichter des:



Businessplan  
Wettbewerb

netzwerk nordbayern

