



Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law

Entrepreneurship at the HWR Berlin

**Realizing
Opportunities**



HWR BERLIN

A Founders' University

Rather than just training the next generation of corporate employees, the HWR Berlin seeks to work as the “founders’ university”, forming the entrepreneurs of tomorrow by providing them with not just the necessary skills, but the mindset and attitude fundamental to success on the open market or business succession. Students of the Bachelor’s and Master’s degree programmes, learn to analyze and understand challenges in the market and to develop innovative business models in startups, SMEs or corporate ventures. The HWR Berlin Startup Incubator offers excellent support to both students and graduates in realizing their goals for their own startup.



HWR Berlin ranked Number One:

In the largest German survey on entrepreneurship education the Stifterverband ranked the HWR Berlin in 2018 as the best university of applied sciences in Germany in the mid-sized university segment. For its activities on business succession the Institute of Entrepreneurship, Mittelstand and Family Businesses of the HWR Berlin received the European Enterprise Promotion Award of the European Commission.

Collaborative teaching and incubation

Entrepreneurship Education

Entrepreneurship Education at HWR Berlin focusses on the lean startup philosophy, is value-based, and well integrated into the Berlin, German, and international startup community. Since 2001 HWR Berlin is a pioneer in Entrepreneurship Education. Social Entrepreneurship and for-profit startups are of equal importance and the use of new technologies, an explorative mindset and a sense for business are taught to support entrepreneurship on all levels of the society.

In addition to a range of Bachelor's and Master's degree programmes, the HWR Berlin runs the Bachelor's degree programme Entrepreneurship and Corporate Succession and the MBA elective Entrepreneurship and Innovation.



Degrees & Formats

- Bachelor's degree
- Master's degree
- MBA
- Summer Schools



Subjects

- Introduction to Entrepreneurship & Business Model Design
- Business Succession in Family Business
- Entrepreneurship & Design Thinking
- Entrepreneurship Elective
- Digital Business Management

Teaching Methods

- Design Thinking
- Projects With Startups
- Blended Learning
- Excursions and Entrepreneurs in Residence





COLLABORATIVE

Incubation with startups and corporates

The Startup Incubator Berlin

The HWR Berlin Startup Incubator provides budding entrepreneurs with the opportunity to develop and test their ideas for innovative startups and impact ventures. In addition to the funding which they receive, teams at the Startup Incubator Berlin benefit from a range of support services such as team-matching, workshops, coaching and mentoring. They also have free use of a range of infrastructure including co-working spaces and prototype-testing facilities. Working in accordance to the lean startup principle, the startup teams iterate their business models based on customer feedback at an early stage.

In underlining both, Entrepreneurship Education and startup incubation, the HWR Berlin has established itself as important player in the Berlin startup ecosystem, working within the framework of the **Berlin Entrepreneurship Network of Universities and Businesses (BENHU.de)**, the HWR Berlin maintains a network of established companies, universities, startups, NGOs and investors – both in Berlin and internationally – thereby contributing to the value and status of Berlin as a location of venture creation.



SIB grant programmes

- **Berliner Startup Stipendium**
Federal State of Berlin and The European Social Fund in Germany (ESF)
- **EXIST Gründerstipendium**
Federal Ministry for Economic Affairs and Energy and ESF

HANDS-ON

The Startup Incubator Berlin opened new premises in the Berlin Siemensstadt 2.0 Business Park in 2017. The opening of the A.32 Entrepreneurs Forum Berlin in March 2019 constituted the next stage in the extension of the startup campus.

ENTREPRENEURS @HWR Berlin

81 % generate their own ideas

76 % hold a degree from the Department of Business and Economics

53 % are active in the service sector

34 % are female

85 % enjoy being entrepreneurs

30 % have an international background

38 % are aged between 30 and 39

57 % businesses founded by HWR alumni are situated in Berlin



Johannes Darrmann

IMANOX

Augmented reality for brand communication

Photography and video technology services

Founded: 2017

HWR Berlin degree: Bachelor of Laws (LL.B.)

2 partners, 4 employees

imanox.de

Freedom is the main motivation for me to be a founder and it is very important to me personally. With these words, the former HWR Berlin student Johannes Darrmann, born in 1994, explains why he was motivated to start his own business. More than two years after founding the technology startup IMANOX, his role as managing director accords him almost complete operational freedom. Providing a range of photography and video technology services and mixed reality products, IMANOX maintains an extensive portfolio of analogue, digital and virtual multimedia marketing services with which to satisfy the needs of its customers. Johannes had the idea behind IMANOX whilst working for an amusement park. Constantly being handed a camera and being asked to group photographs, he saw the need for a fully automated photo system. After enrolling at the HWR Berlin to study business law,

Johannes applied successfully for an Exist grant via the Berlin Startup Incubator. Starting a business is always associated with challenges – for Johannes, these were particularly the selection of the right co-founder and product development. His advice to those in a similar situation is simple: **“Just do it! Of course, a new project can fail, but this fear of failure is counterproductive and paralyzes you in creating something new.”**



Stephanie Frost

vostel.de

Staff retention through corporate volunteering

Platform for matching individual and corporate volunteers with suitable projects

Founded: 2015

HWR Berlin degree: M.A. International Business and Consulting

2 partners, 8 employees

vostel.de

Tourists often rush through a foreign country without ever gaining a real understanding of its true character and problems. Hoping to change this, the HWR Berlin alumna Stephanie Frost did not just want another job, but wanted to make a sustainable difference in the world to improve the lives of other. Whilst travelling in Latin America, she and her co-founder Hanna Lutz came up with the idea for a hostel that not only provided accommodation, but whose staff liaised with local charities to provide guests the opportunity of working in local social projects so that they could discover another side of the city which they only saw as tourists. The project *vostel.de* was born. Stephanie acquired the commercial skills required to realize this project within her study at the HWR Berlin of the Bachelor's degree programme "International Business" and the Master's programme "International Business and Consulting". Positive feedback from her professors equipped her with additional confidence to go into business. The facilities and support offered by the HWR Berlin Startup Incubator gave Stephanie not only the opportunity to establish valuable contacts at an early stage, but the use of a permanent office in which to share ideas with other young founders. "If I'd known how exhausting it was, I wonder whether I would do it again," she says. Despite encountering challenges, Stephanie and Hanna's positive attitude and the opportunity to do some good in the world gave them the perseverance they needed. Deciding to adjust their original idea, they set to work with the concept of "corporate volunteering", where well-known companies grant their employees short-term and long-term sabbaticals to work in social projects, *Vostel.de* now works with over 400 partners in Berlin and five other German cities. Although not motivated by a pecuniary interest, Stephanie and Hanna have nevertheless been able to draw a salary from this enterprise for over more than two years. Their advice to like-minded people: **"If you have an idea, just start! Listen to customer feedback and see what the market really needs."**



Stefan Junge, Christian Könnecke
printroyal.de

Founding an SME in tandem

Internet platform for individual imprinted items

Founded: 2013

HWR Berlin degree:

B.A. Business Administration / B.A. Entrepreneurship and Corporate Succession

3 partners, 20 employees, 3 trainees

printroyal.de

Christian Könnecke and Stefan Junge met during their undergraduate studies at the HWR Berlin. They realized early on, that in addition to amassing theoretical expertise, they wanted to put it to practical use. Motivated by their studies to found their own company, Stefan and Christian started the project “DeinPhone” during their 4th semester. Christian sums up their attitude at that time as: “Don’t chat, do it.” Investing small sums, they began to sell mobile phone cases over eBay. With the goal of being their own boss, both acted from the very start with great personal initiative and soon founded a limited company (GmbH) “also for tax purposes”. Inspired to go into business by the experience and testimony of the teaching staff of the HWR Berlin, all of whom have considerable experience in the commercial sector, Christian and Stefan used the practical stages of their degree course to gather valuable contacts in the business world. Christian and Stefan consider German bureaucracy to be the largest hurdle to founding a new company; the greatest operational challenge is growth. Both partners emphasize the importance

of their decision to co-found as part of a team. As they say themselves, a second opinion always provides a fresh perspective. Constant development and canny market observation enabled “DeinPhone” to grow fast. After a merger with “tassendruck.de” in July 2017, the company now operates under the name printroyal GmbH and has diversified its project range. Today, the company employs 20 full-time members of staff. After acquiring the necessary training qualification from the HWR Berlin, Stefan and Christian also employ three trainees. Both still see high growth potential for the future. Their advice to prospective founders: **“Think about where your core skills lie and pass on tasks that don’t fall into this category so that you can concentrate on what’s important.”**



Ericos Kindermann

Picobello

Entrepreneurship in the blood

Laundry service

Company succession: 2016

HWR Berlin degree: B.A. Entrepreneurship and Corporate Succession

12 employees

picobello-berlin.de

Born into the family dry-cleaning business (Kindermann Textilreinigung) and gathering a unique perspective on life, Ericos inherited a spirit of commercial independence from his family. He gathered a range of experience in all business operations and as he says himself: “There was always something to be done”. After leaving school, he studied Brewing and Beverage Technology in Munich for a year before deciding that although he found brewing beer interesting, it was not something he wanted to spend his life doing. Deciding to return to Berlin, he joined the family firm whilst studying “Entrepreneurship and Corporate Succession” at the HWR Berlin.

With an in-depth knowledge of the cleaning business and growing confidence in Management Economics, Ericos seized the opportunity to put his theoretical expertise into practice whilst still enrolled at the HWR Berlin. When his parents turned down the chance to take over Picobello Textilpflege, a dry-cleaning company with a particular focus on quality, with twelve employees and three shops, he saw his chance and bought the company in 2016.

Relishing the challenge, he was able to extend his specialist knowledge in a company which took a different approach to the business.

Three years have passed since taking this step and Ericos has never looked back. The success of his new venture has given him the confidence to take over the family business and run both Kindermann Textilpflege (ten shops) with the associated online delivery service Johnny Fresh and his own company Picobello when the time comes. Ericos is clear that his study of Entrepreneurship and Corporate Succession was vital to his success; he points to the practice-oriented nature of this degree course as giving him the confidence to put theoretical knowledge to work in the real world. His advice to anyone presented with a similar opportunity: **“Have the confidence to strike out on your own and take over the company.”**

STARTUP!

The members of the team behind „Lawio“ used their time at the Startup Incubator Berlin to plan and launch the legal tech startup. Two of the managing directors are graduates of the HWR Berlin; the project succeeded in attracting seven-figure funding from bmp.Ventures in July 2019.

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