



How to start your business?

Support possibilities in Berlin-Brandenburg

deGUT, October 14th. 2022

KfW Entrepreneurship Monitor 2020

- The number of self-employed persons and start-ups was again on the rise in 2019, and people with a migration background were more active than average in setting up businesses. Women were particularly active in founding sideline businesses in 2019, accounting for 36 % of startups.
- In 2019, 21 % of the founders were of non-German origin.
- The main motivations were independence, especially for women, and a higher income.
- Entrepreneurs with a migration background enrich economic diversity and create jobs.

Formal differences between German/non-German

Main barriers for international founders

- Nationals of an EU member state are treated the same as German citizens = freedom of settlement under the same conditions
- Residence permit required for third-country nationals
- Educational qualifications not recognized
- Difficult access to financing: Limited residence permits, no credit history
- Language barriers

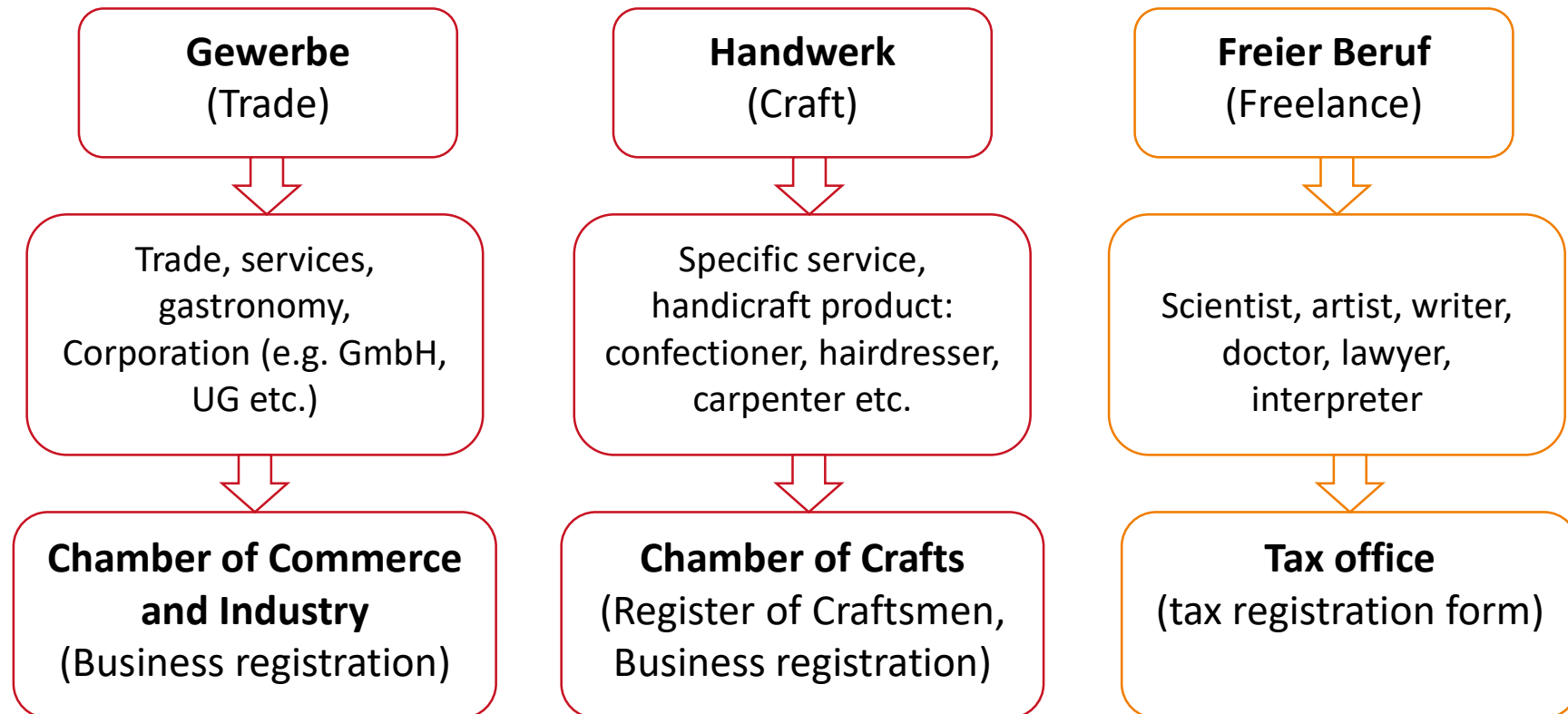
Regulations for self-employment

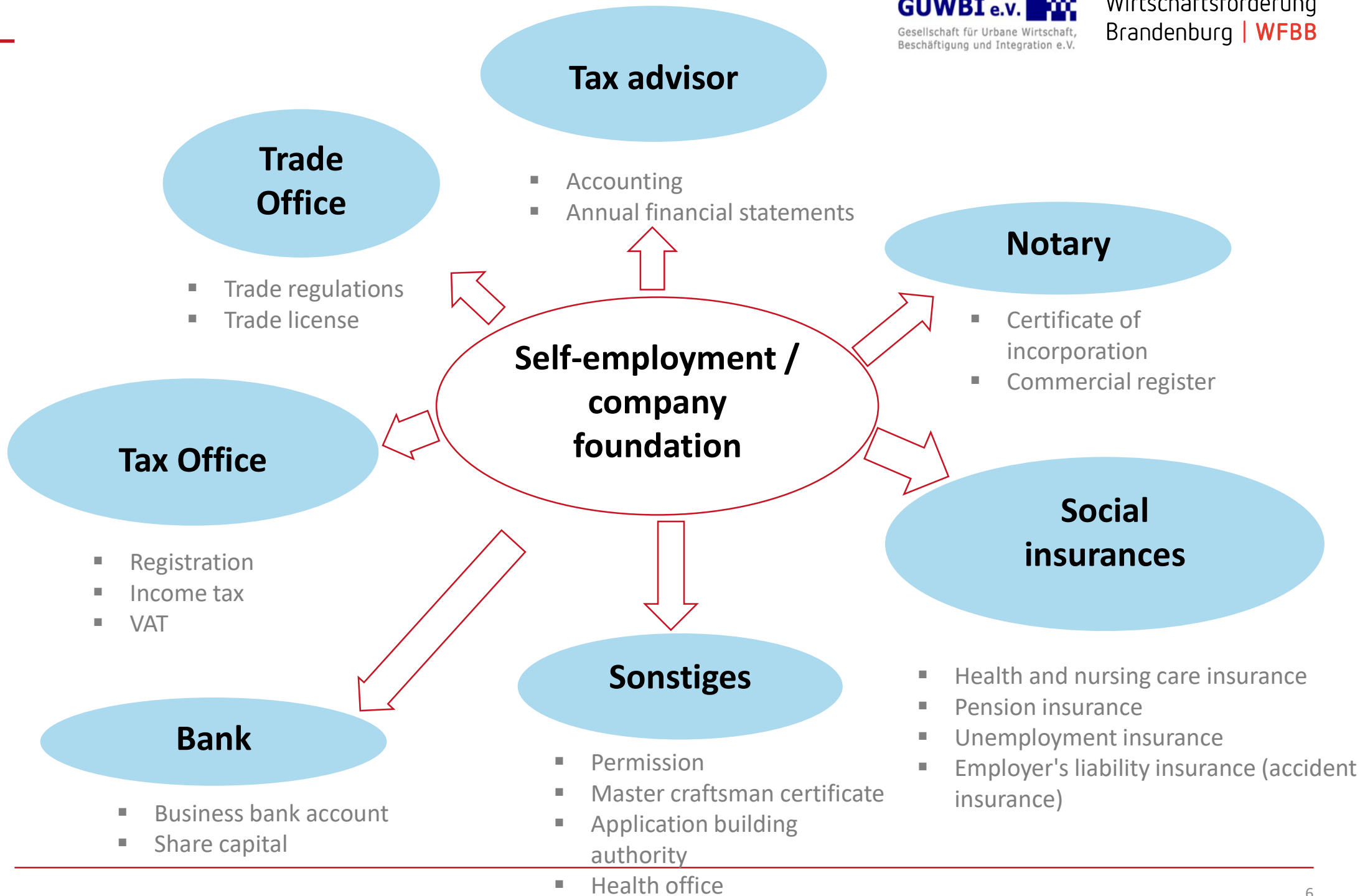
Aufenthaltsgesetz / Residence Act

- In the Residence Act §21 AufG is regulated- A foreign person who has successfully completed studies at a state or state-recognized higher education institution or comparable educational institution within the territory of the Federal Republic of Germany;
- or who holds a residence permit as a researcher or scientist in accordance with Sections 18b, 18d or 19c (1), may be granted a residence permit for the purpose of self-employment;
- The intended self-employed activity must show a connection with the knowledge acquired during the university education or the activity as a researcher or scientist.

Activity assignment

Overview of trade, craft and freelance





Which legal form is best for my business?

The choice of legal form has an impact on:

- the expense involved in setting up the company
- the tax treatment
- accounting obligations

Examples of legal forms:

- soleproneur (e.g. freelancers and tradesmen)
- civil law partnership (GbR)
- limited liability company (GmbH)
- stock corporation (AG)

Get advice on the choice of legal form!

Why do I need a business plan?

For myself

- How much do I need to turn over to make a living from my business?
- Is my business developing as planned?
- Where do I want to be in a year, in five years?

For financing

- Bank loans, grants, venture capital from investors

For the authorities

- Immigration office, IHK, BA



Overview -> Founder(s) -> Business Idea -> Competitors analysis -> Marketing -> Organisation/Employees -> Legal Form -> Chances /Risks -> Financing -> Documents



- Berlin contact persons and dates:
www.gruenden-in-berlin.de
- Start: Central information portal of the Federal Ministry for Economic Affairs and Energy in different languages: www.existenzgruender.de
- Tools and guidelines for the Business plan:
<https://www.gruendungswerkstatt-berlin.de/>

- Lotsenstelle: for migrant
Self-employment of the State of Berlin at the
Welcome Center



- The Welcome Center Berlin is a first point of
contact for all those immigrating to Berlin.

Counseling: arrival, family, housing, work and
education, everyday life, recognition etc.

- Berlin 4 Ukraine | Support Initiatives for
Ukrainians coming to Berlin.

**Willkommenszentrum
Berlin**

- Start-up Class for refugees der IHK Berlin

<https://www.ihk-berlin.de/Service-und-Beratung/Existenzgruendung/start-up-class-for-refugees/>

- LOK.a.Motion GmbH

<https://www.neustart-lok.de/>



- ISI e. V. – Initiative Selbständiger Immigrantinnen / www.isi-ev.de
- Gründerinnenzentrale in der WeiberWirtschaft / www.gruenderinnenzentrale.de
- Akelei e. V. – Berufswegplanung mit Frauen / www.akelei-online.de
- BER IT – Beratung für Frauen* / www.ber-it.de
- Frauenalia - Coaching and support program for all phases of a start-up in Germany
www.frauenalia.com

Economic development of the Berlin district offices:

- Companies at the location
- Companies interested in settling
- Start-ups

Also offering:

- Business start-up consultations
- Networking for companies
- Information on regional business incubators



Grafik: berlin.de

Berlin Partner for Business and Technology offers service packages on specific topics:

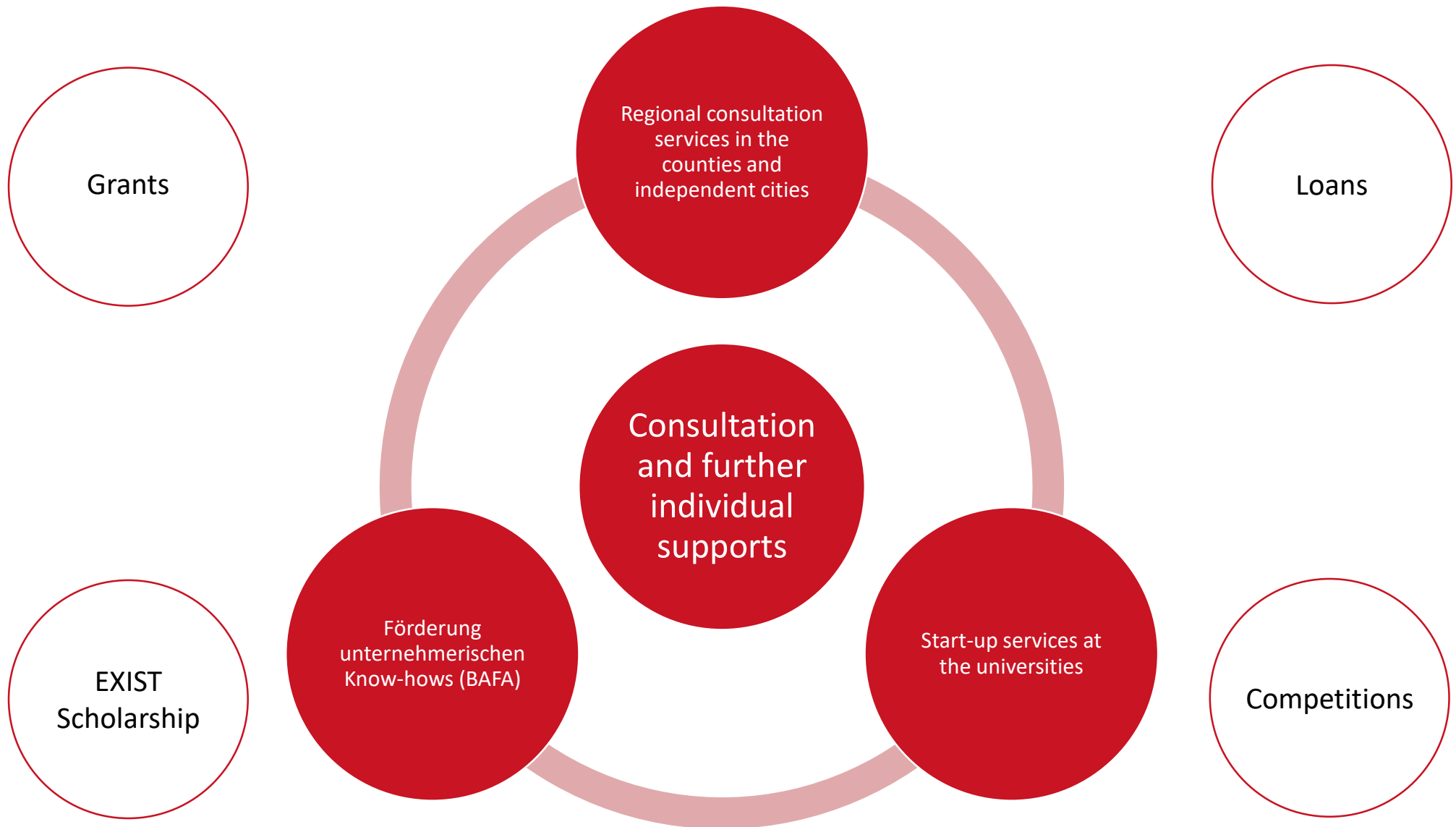
- Location search
- Search for qualified personnel
- International cooperation
- Support programs
- Innovation promotion
- Sustainability

Gönül Nar

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10785 Berlin

Start-up support ecosystem in Brandenburg





HR



R&D

Funding issues

Invest



Int.



Startup funding instruments

For your success in Brandenburg



Brandenburg Innovation Voucher (BIG)

Program for the funding of
research, innovations and
technologies



ProFIT Brandenburg

Program for the funding of
research, innovations and
technologies

Changed conditions,
new guideline expected
by end of 2022



GRW-G Growth program for SMEs

Program for the funding of
investments or personnel



GRW-Market - International

Program for the promotion of
business development on the
global market by SMEs (trade
fairs+consulting)



Founding Innovative (GI)

Program for the funding of
start-ups and innovative
SMEs

Inactive now, start
expected for December
2022



Brandenburg's innovation specialists (BIF)

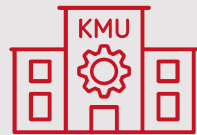
Program for the employment
of highly qualified junior staff

Inactive now, new
guideline expected for
fall 2022

Brandenburg Innovation Voucher - BIG

At a glance

Who is sponsored?



Profit-oriented small and medium-sized enterprises
(with restrictions)

Requirement → Registered office or operating site in the state of Brandenburg

What can be funded?



- **A) Knowledge and technology transfer from research institutions to SMEs (BIG-Transfer)**
- **B) In-house R&D projects (BIG-FuE)**
- Digitization measures (BIG-Digital)
- Advice on application for EU funding measures (BIG-EU)

How is it promoted?



- Non-repayable grant between 5 – 100 k EUR
- Funding rate up to 50 %
- A) Performance of the research institution
- B) Internal personnel, external R&D services, overhead flat rate 60 % of personnel expenses

ProFIT Brandenburg

At a glance

Who is sponsored?



- Company
- Research institutions



Requirement → Registered office or operating site in the state of Brandenburg

What can be funded?



- Single and joint projects
 - Research
 - Development
 - Market launch
- Single projects
 - Feasibility studies

How is it promoted?

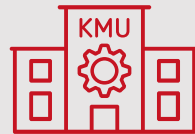


- Grant currently up to 400 k EUR per application (Research, Feasibility studies)
- Loan currently up to 300 k EUR per application (Market launch)

GRW-G Growth program for small enterprises

Guideline from January 1, 2022 to December 31, 2023

Who is sponsored?



Small enterprises(SE)
with < 50 employees, revenue or balance sheet total max.
10 million EUR

What should be considered?



- Eligible investments from min. 60 k EUR to max. 2 mio. EUR
- Appropriation in advance for investment expenditure in the next 2 months
→ No pre-financing by companies necessary

How is it promoted?



- Grants related to physical capital oder wage cost-related subsidies

| | Funding area* C | Funding area* D |
|-----------------------------|-----------------|-----------------|
| Small enterprises | 35% | 20% |
| Border bonus | 10% | 0% |
| Maximum funding rate | 45% | 20% |

* See the map of funding areas

GRW-G Growth Program and Major Guideline



| Funding area C | Funding area D |
|---|--------------------|
| Prignitz | Oberhavel |
| Ostprignitz-Ruppin | Barnim |
| Havelland (ohne Gemeinde Falkensee) | Gemeinde Falkensee |
| Brandenburg a.d.H. | Potsdam-Mittelmark |
| Elbe-Elster | Potsdam |
| Oberspreewald-Lausitz | Teltow-Fläming |
| | Dahme-Spreewald |
| Funding area C with border bonus | |
| Uckermark | |
| Märkisch-Oderland | |
| Oder-Spree | |
| Frankfurt (Oder) | |
| Spree-Neiße | |
| Cottbus | |

GRW-Market - International

At a glance

Who is sponsored?



Small and medium-sized enterprises

Requirement → Registered office or operating site in the state of Brandenburg

What can be funded?



Opening up foreign markets with innovative products through

- Active participation in internationally oriented trade fairs
- Consulting and coaching for foreign market development

How is it promoted?



- Non-repayable grant of up to 15 k EUR per single measure
- Funding rate up to 80 % for start-ups

Please note → Only projects that were **not** started before the application was submitted will be approved. In the case of trade fair funding, the registration with the trade fair organizer is considered the start of the project!

Founding Innovative (GI)

At a glance

Who is sponsored?



Innovative companies, freelancers, market-oriented social enterprises up to three years after foundation

Requirement → Operating site in the state of Brandenburg and managing partner, at least 10 % shares + no other active participation of 25 % or more in other companies

What can be funded?



- Investment measures
- External technical consulting and development services
- Personnel costs for new jobs (except marketing/sales/admin) and management

How is it promoted?



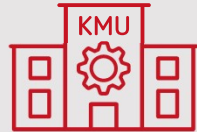
- Non-repayable grant between 25 - 150 k EUR
- Funding rate up to 50 %

Please note → No retroactive funding after project start!

Brandenburg's innovation specialists – BIF

At a glance

Who is sponsored?



Small and medium-sized enterprises

Requirement → Registered office or operating site in the state of Brandenburg

What can be funded?



- Hiring of working students
- Hiring of university graduates
- Hiring of graduates of advanced training courses

How is it promoted?



- Subsidy on personnel expenses
- Funding of max. 2 innovation specialists at the same time
- De minimis relevant

Brandenburg's innovation specialists – BIF

How is it promoted?

Working students

- Duration 6-12 months
- 75 % subsidy
- max. 705 EUR per month

Innovation Assistant

- Term max. 24 months
- max. 60 % subsidy on the basis of min. 2,600 EUR employee gross for full-time (max. 1,560 EUR subsidy)

Anticipated conditions

WFBB Start-up-Unit

The core team



Dr. Kuang Dai
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Areas of focus:
Onboarding startups from science
Internationalization
Diversity

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Community

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Innovative start-up
Female Entrepreneurship / bga

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gruendung.wfbb.de

Wirtschaftsförderung Brandenburg | WFBB

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forward to a
successful
cooperation.

www.wfbb.de



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