An ingenious idea, courage, energy and passion – the administration, Christian Ecosia GmbH through their personal histories. Even while studying business in 25 countries. Today, Ecosia Berlin in 2009, he is choosing Pattarina GmbH Dr. Nora Baum with the aid of Augmented Reality, with which patterns can be woven into textiles. www.pattarina.de have developed the first app for digital innovations. In October, they were guests in the Digital Innovations ARENA in Berlin.}

**KFW AWARD GRÜNDEN 2020**
The KfW Award Gründen is given to young entrepreneurs from all over Germany. The winners will be announced on 25 November 2020. The application deadline is 21 September: www.kfw.de/award

**deGUT BUS SHUTTLE**
We’ll take you to deGUT for free, admission included. This special bus shuttle service is offered to start-ups and entrepreneurs in Brandenburg with the kind support of the Potsdam Chamber of Commerce and Industry, and REG Regionalentwicklungsgesellschaft Nordwestbrandenburg mbH (regional development agency of North West Brandenburg). Learn more at: www.deGUT.de

**Organisers:**
- Investitionsbank des Landes Brandenburg (ILB)
- Bundesministerium für Wirtschaft und Energie

**Sponsors:**
- Land Brandenburg
- be.m Berlin
- Europäische Union, Europäischer Sozialfonds

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- Model: Kimey Gomez

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- Wall
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- Handwerk magazin
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**Patron:**
The German Federal Minister for Economic Affairs and Energy, Peter Altmaier, is the patron.

deGUT is supported by the Senate Department for Economics, Energy and Public Enterprises of the State of Berlin and the Ministry for Economic Affairs, Labour and Energy of the State of Brandenburg from funds from the federal states and the European Social Fund.
THE FACES OF deGUT 2020

Keynote Speakers

An ingenious idea, courage, energy and passion – the deGUT ambassadors know what it takes to establish a start-up. We experience the accomplishments and setbacks at first hand through their personal histories.

Christian Kroll
Ecosia GmbH

Dr. Nora Baum
Pattarina GmbH

Even while studying business administration, Christian Kroll recognises that companies are designed with the sole goal of maximising profit. In founding Ecosia in Berlin in 2009, he is choosing a different path by investing the profits in global planting projects (>100 million trees in 25 countries). Today, Ecosia is the largest not-for-profit search engine in the world with a business model that has won multiple awards. www.ecosia.org

Millions of people in Germany love sewing. Working in Cottbus, Dr. Nora Baum and co-founder Markus Uhlig have developed the first app in the shape of Pattarina with which patterns can be transferred directly from a smartphone to a material with the aid of Augmented Reality. In September 2019, Pattarina won the main prize in the Digital Innovations competition for start-ups organised by the Federal Ministry for Economic Affairs and Energy (BMWi); in October, they were guests in 'Höhle der Löwen'. www.pattarina.de

Representative for corporate succession

Start-up through succession can be a win-win situation for all concerned. You can use the ‘Nachfolgeforum’ (Succession Forum) to find out how companies visit each other and what to take into account for the transfer of a business.

Cordula Schmude
Störk GmbH
www.stoerkmbh-nauen.de

Störk GmbH in Nauen produces soils, bark mulch products and bio filters on an exclusively organic and natural basis and in compliance with strict quality guidelines. In 2003, Cordula Schmude took over the company from its founder Paul Störk with a clear vision of the future. Stork now supplies customers throughout the world.

ARENA Berlin
Eichenstr. 4, 12435 Berlin

Opening hours:
Fri, 09 October 2020 and Sat, 10 October 2020
10:00 a.m. – 6:00 p.m. on both days

Online tickets at www.deGUT.de

You can find up-to-date information on restrictions due to the corona virus at www.deGUT.de and in our newsletter which you can subscribe to through the website.
TAKE EVERY HURDLE WITH deGUT.

Setting up a company is still uncharted territory for you? Or are you already self-employed and you have a lot of questions due to the current situation? At deGUT, we will give you the support, skills and tools you need to set up and manage your own company. We will develop your business model with you, advise you on questions of funding for your marketing, digitisation and various crisis topics. Here you will find wide-ranging stimuli for launching your new life – including the question of corporate succession. You can find up-to-date information on the programme at www.deGUT.de/besucherinformation

INTO THE FUTURE WITH A PLAN.

Friday, 9 October at 5:00 p.m. sees the launch of the 2021 Berlin-Brandenburg Business Plan Competition (BPW) with its kick-off event at deGUT. Be part of it and find out how you can exploit the free offers of BPW for your start-up project – from seminars, via individual counselling to networking events. The BPW team will show you how to pull out all the stops for the successful launch of your company.
Everything you need!

The numerous exhibitors from a host of industries offer expert, comprehensive advice on starting and running a company. For the list of exhibitors, visit: www.deGUT.de/aussteller-berater

TAKE ON THE CHALLENGE.

Beraterforum (Consultant forum)
All entrepreneurs, whether current or future, can visit the forum for free consultancy services, with no prior appointment. Visit www.deGUT.de to see which consultants and topics are represented.

SpeedDating
Meet business angels at 11 a.m. on Saturday, 10 October. Apply for a pitch at: www.deGUT.de

GESCHEITER[T]
Learn from those that failed and got back up again: 3:30 p.m. on Saturday, 10 October.

YOU CAN ACHIEVE MUCH MORE THAN YOU THINK.

Seminar programme
The seminar programme included in the price of entry conveys extensive, practical knowledge in all areas of starting a business. The most effective preparation for your own project! In light of recent events, the participation numbers for all seminars are limited this year. Please note that you have to register for the courses after purchasing your ticket for the fair. Visit www.deGUT.de for the programme and speakers.