

Venue

Stuttgart City Hall
Marktplatz 1, 70173 Stuttgart

Registration

The entrance is free.
To register for the Generation Media Startup 2015 please visit www.stuttgart.de/wifoe.
Password: GMS2015

More information

www.generation-media-startup.de

Organizing Partners

Stuttgart Media University (HdM), generator / HdM Startup Center
City of Stuttgart, Economic Development Department
Ministry of Finance and Economics Baden-Württemberg, ifex

Contact

Johanna Kutter: kutter@hdm-stuttgart.de (HdM)
Sandra Baumholz: Sandra.Baumholz@stuttgart.de (City of Stuttgart)

Editors

Maria Bertele, Johanna Kutter, Magdalena Rutschmann (all HdM)

Design

Eva Pantke, Sophie Reusche, Magdalena Rutschmann (all HdM),
Illustration cover page: iStock/Vladgrin



Supported by the Ministry of Finance and Economics
Baden-Württemberg within the framework of its initiative for
start-ups and business transfer (ifex).



Workshops

Accelerators as Landing Zones for International Startups

Stakeholders discuss how accelerators can support foreign startups and what links to startup institutions abroad should be established to boost international exchange.

Host: Martin Papendieck
generator/HdM Startup Center

University Support for budding Entrepreneurs – International Approaches

How can we integrate entrepreneurial activities into international cooperation between universities and incubators? The startup competition EBMC (see below) serves as best practice.

Host: Dr. Hartmut Rösch
generator/HdM Startup Center

Corporate meets Startup

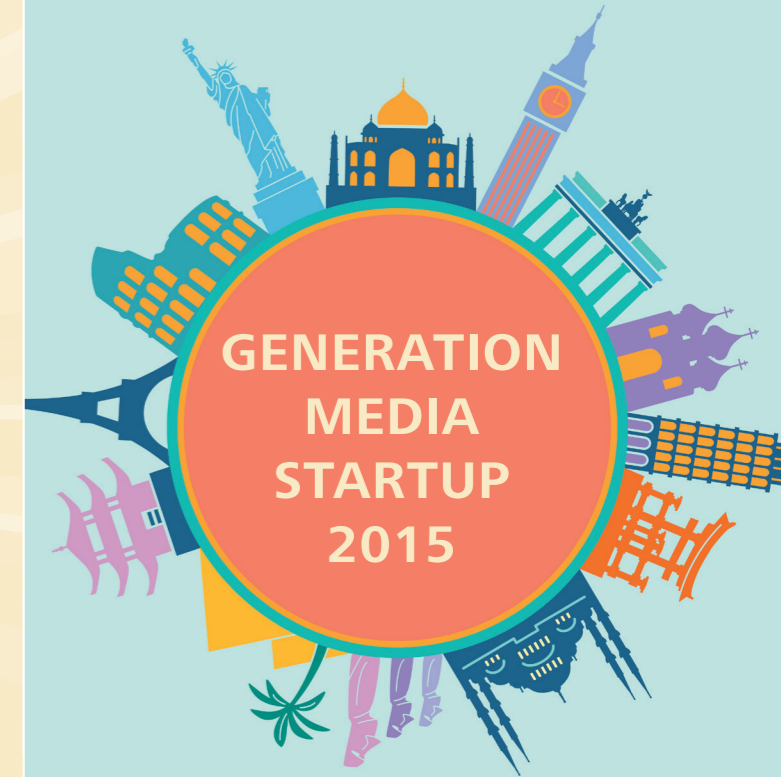
Startups and corporate entrepreneurs explore ways to collaborate and to understand requirements for future corporate entrepreneurship programs in the Stuttgart region.

Host: Prof. Dr. Nils Högsdal
Stuttgart Media University

Connecting Creativity – Success Factors for Media and Creative Quarters

Stakeholders from creative industries, politics and public administrations explore success factors for establishing media and creative quarters as urban spots of ideas and innovation.

Host: Prof. Dr. Boris Kühnle
Stuttgart Media University



Entrepreneurial Brains Made on Campus (EBMC)

The EBMC is an European startup competition that was created by Stuttgart Media University in order to give students the opportunity to think and act as entrepreneurs. During preliminary rounds at several European universities the students identify real customer needs and develop their business ideas. The prize for the winning team from each preliminary round is a trip to the EBMC finals in Stuttgart from 14 till 17 April 2015. The best ideas will be presented at the Generation Media Startup.

Find out more at www.hdm-stuttgart.de/startupcenter/ebmc and **vote** for your favorite idea!

Starting Points for Internationalization

17 April 2015 | 9 am - 9 pm
Stuttgart City Hall

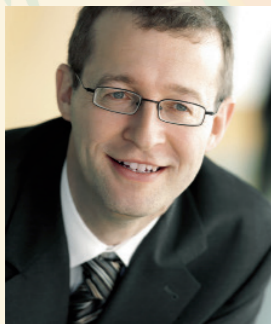
Starting Points for Internationalization

This year's Generation Media Startup (GMS) will focus on starting points for internationalization. In keynote speeches, workshops and panel discussions we will find out how international cooperations can promote start-ups and make Stuttgart an even more attractive startup base – be it in entrepreneurship education, in media quarters, in accelerator programs or in the area of corporate entrepreneurship. The Generation Media Startup is a networking event for young and established companies, for media startups and freelancers, for students who are thinking about starting their own business and for all players in the Stuttgart media startup scene.



Fritz Kuhn, Mayor of Stuttgart, Capital of Baden-Württemberg

Successful start-up businesses are based on creativity, innovation and a smart business idea. These assets provide a good basis for the creative industries, numerous companies and, ultimately, also for our business location as such. Stuttgart Media University (HdM) is one of our leading educational establishments for talented creative individuals. HdM does indeed set an example in paving the way for the future success of young entrepreneurs. Moreover, internationally oriented business models and cross-border start-ups provide many of them with new opportunities for creativity and a wide scope for developing creative solutions. Operating and supporting networks among international initiators is an important investment in Stuttgart's future. The Generation Media Startup series of events plays a key role in reaching that goal.



Prof. Dr. Alexander W. Roos, Rector of Stuttgart Media University

Well-educated entrepreneurs strengthen the creative and innovative Stuttgart region. More than a tenth of the students of Stuttgart Media University (HdM) become self-employed after graduation, among them many media entrepreneurs who are going international from the very beginning. This is the core theme of this Generation Media Startup which is again a significant driving force for the startup support activities in Stuttgart. Stuttgart Media University and its startup center „generator“ foster media entrepreneurship with a wide variety of consulting, education, international projects and competitions, such as the EBMC (Entrepreneurial Brains Made on Campus). These activities do not only boost Stuttgart's position as a business location. They also help developing a hub of international cooperation on the Vaihingen Campus in order to support startups in scaling and internationalizing their business models.

GMS 2015: Agenda

9:00 **Registration**

9:30 **Welcome Speeches**

Dr. Susanne Eisenmann
Mayor for Culture, Education and Sport,
City of Stuttgart

Prof. Dr. Alexander W. Roos
Rector of Stuttgart Media University

10:00 **Keynote: How to grow a Business**

Tobias Günther
Founder of fournova Software GmbH

10:30 **Workshops**

A) Accelerators as Landing Zones for
International Startups

B) University Support for budding Entre-
preneurs – International Approaches

C) Connecting Creativity – Success Factors
for Media and Creative Quarters

D) Corporate meets Startup

12:30 **Networking Lunch and
Idea Exhibition EBMC**

13:30 **Keynote: International Dimensions
of Entrepreneurship Education**

Stuart Simpson
European Office, Vienna

14:00 **Results of the Workshops**

14:30 **Pitches of the EBMC 2015 Finalists**

15:30 **Coffee Break**

16:00 **Panel Discussion:
Showcase Stuttgart.
The appropriate Support for
International Media Startups**

Sandra Baumholz
Economic Development Department,
City of Stuttgart

Alexander Buddrick
Robert Bosch Start-up GmbH

Magdalena Rutschmann-Weinle
HdM Stuttgart, generator

Daniel Schleicher
nifino

Stuart Simpson
European Office, Vienna

Arndt Upfold
Ministry of Finance and Economics
Baden-Württemberg, ifex

17:00 **Award ceremony EBMC**

18:00 **Closing remarks**

18:30 **Improvistional Theatre "Kanonen-
futter". Refreshments & Get Together**

21:00 **End**