

## 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](http://www.stuttgart.de/wifoe).  
Password: GMS2015

## More information

[www.generation-media-startup.de](http://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

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

# 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

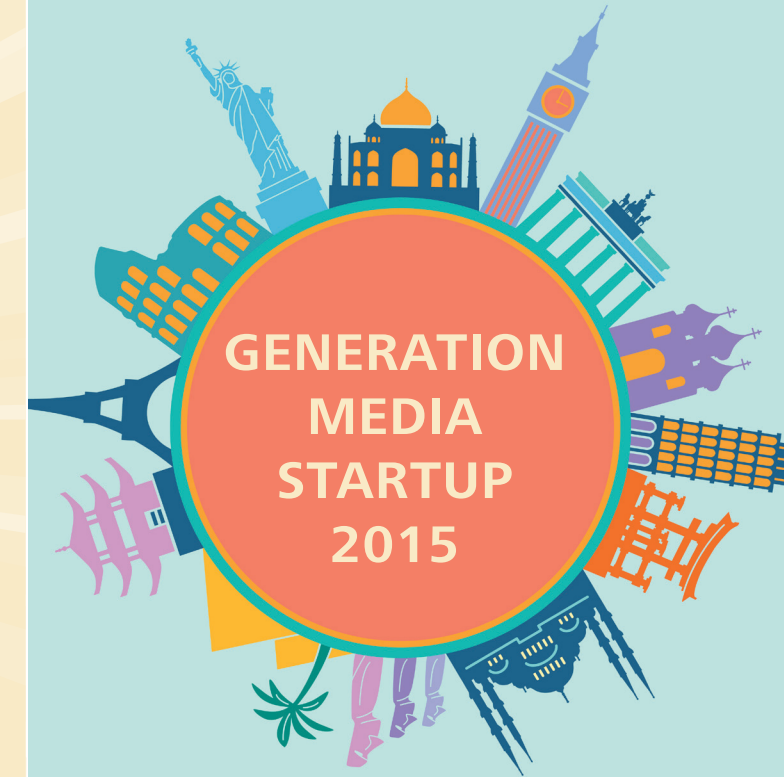
Startups and corporate entrepreneurs explore ways to collaborate and to understand requirements for future corporate entrepreneurship programs in the Stuttgart region.

**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



## Starting Points for Internationalization

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

## 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](http://www.hdm-stuttgart.de/startupcenter/ebmc) and **vote** for your favorite idea!

HOCHSCHULE DER MEDIEN

generator  
HdM Startup Center

STUTTGART



Supported by the Ministry of Finance and Economics  
Baden-Württemberg within the framework of its initiative for  
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Baden-Württemberg  
MINISTERIUM FÜR FINANZEN UND WIRTSCHAFT

ifex  
Initiative für Existenzgründungen  
und Unternehmensnachfolge

# 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 **Improvistational Theatre "Kanonen-  
futter". Refreshments & Get Together**

21:00 **End**