

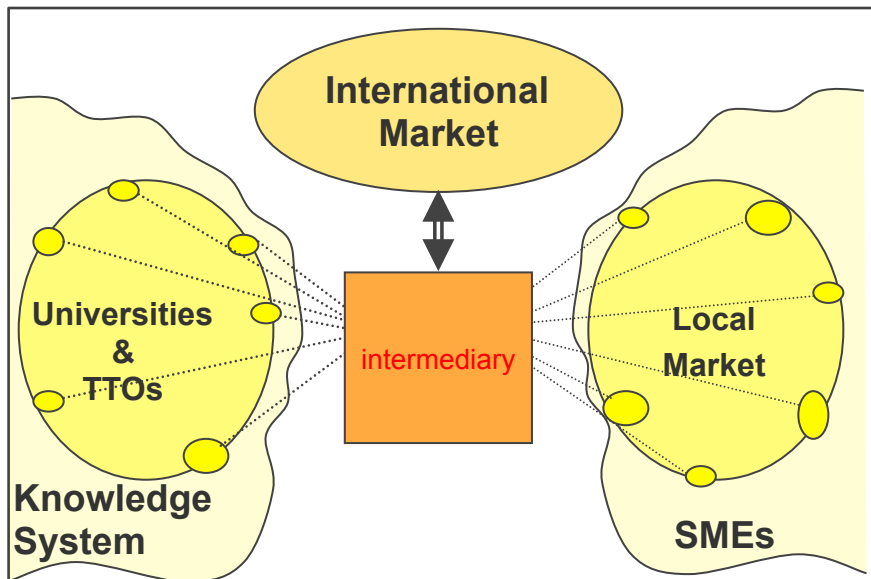
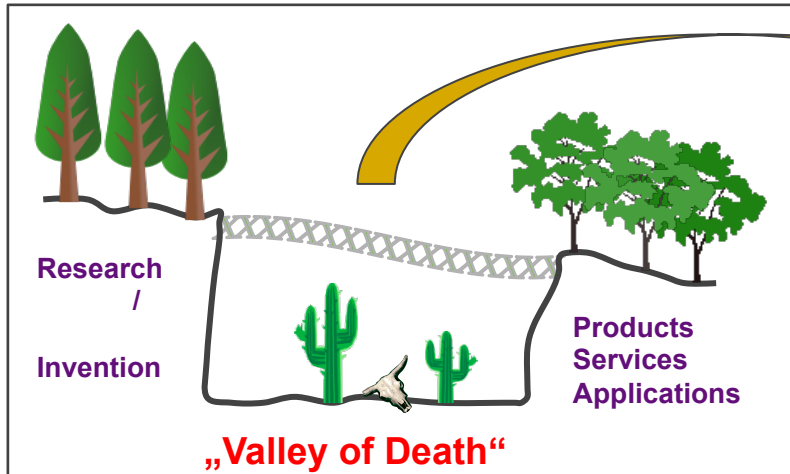


# Start-ups in der Internetwirtschaft

## Die europäische Perspektive

Dr. h.c. Wolfgang Kniejski, Oktober 2015

# Herausforderungen für Start-ups



# Barrieren zur globalen Orientierung

Es bestehen Hemmnisse, die Start-ups bei einer internationalen Marktorientierung beeinträchtigen:

Internal Barriers Capabilities of the firm
<ul style="list-style-type: none"><li>• Price of firm's products/services</li><li>• High cost of internationalisation</li><li>• Quality of firm's products</li><li>• Qualified personnel</li><li>• Specifications of firm's products</li></ul>

External Barriers Business Environment
<ul style="list-style-type: none"><li>• Lack of capital</li><li>• Lack of adequate public support</li><li>• Lack of adequate access to market</li><li>• Costs or difficult paper work for transport</li><li>• Other laws and regulations in foreign countries</li></ul>

Source: Survey 2009, Internationalisation of European SMEs EIM/GDCC (N=9480).

A photograph of a kayaker in a green kayak navigating a waterfall. The kayaker is wearing a red life vest and is positioned in the middle of the waterfall, which is cascading over a rocky ledge. The water is white and frothy. The background is dark, suggesting a forest or a cave. The overall scene is dramatic and challenging.

Challenges and boundaries  
are everywhere!

Let's talk  
about Softlanding!

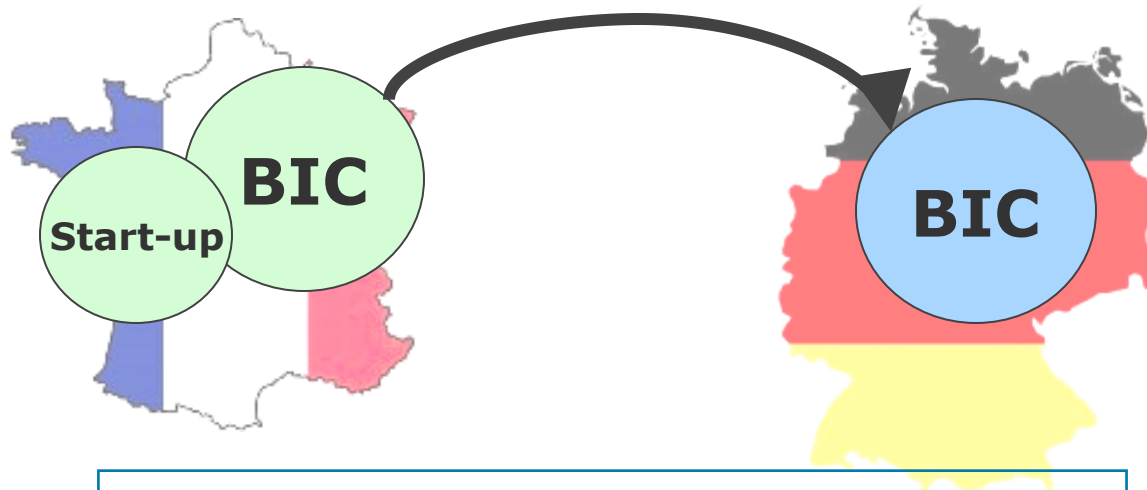
# Softlanding:

Wie funktioniert es?

Send your start-up to a „trusted friend“

**Vertraute Netzwerkpartner unterstützen sich gegenseitig in der Internationalisierung ihrer betreuten Firmen:**

**Beispiel:**



**“BIC” steht hier für Business Innovation Centre als Synonym für kooperierende Inkubatoren und Acceleratoren**

# Unterstützungsleistungen im Softlanding

- Support in Business Planning
  - IPR Protection
  - Market Analysis and Market Development
  - Pilot Implementation
  - Team Recruiting
- Access to Partners
  - in Government
  - in Industry
  - to specialists (lawyers, accountants, ...)
- Access to Funding
  - Grant Schemes
  - Seed Funds
  - Early Stage Funds
  - Expansion Funds
- Qualification, Training, Mentoring
- Logistics

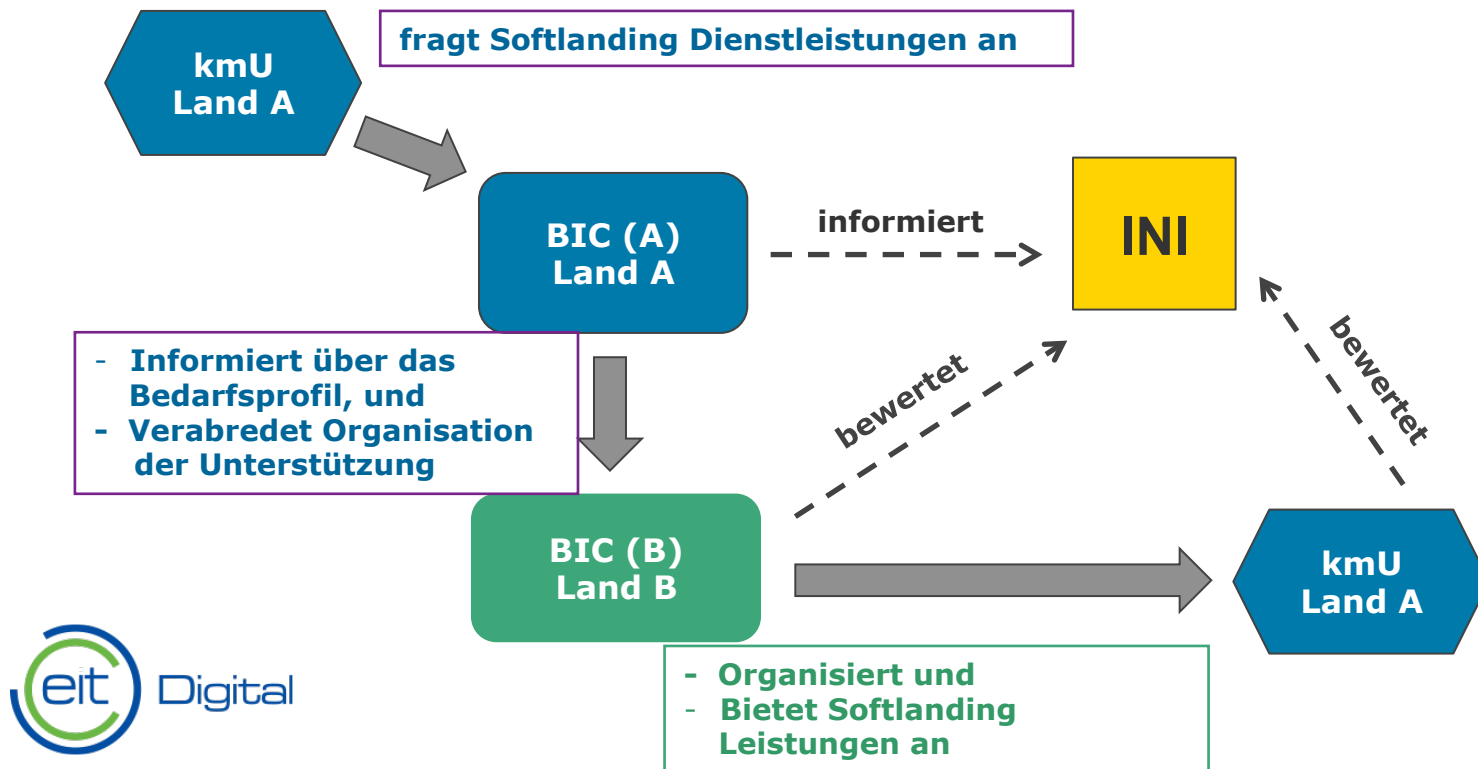


Let's talk about Good Practices!



# Beispiel 1: TESLA Softlanding Plattform

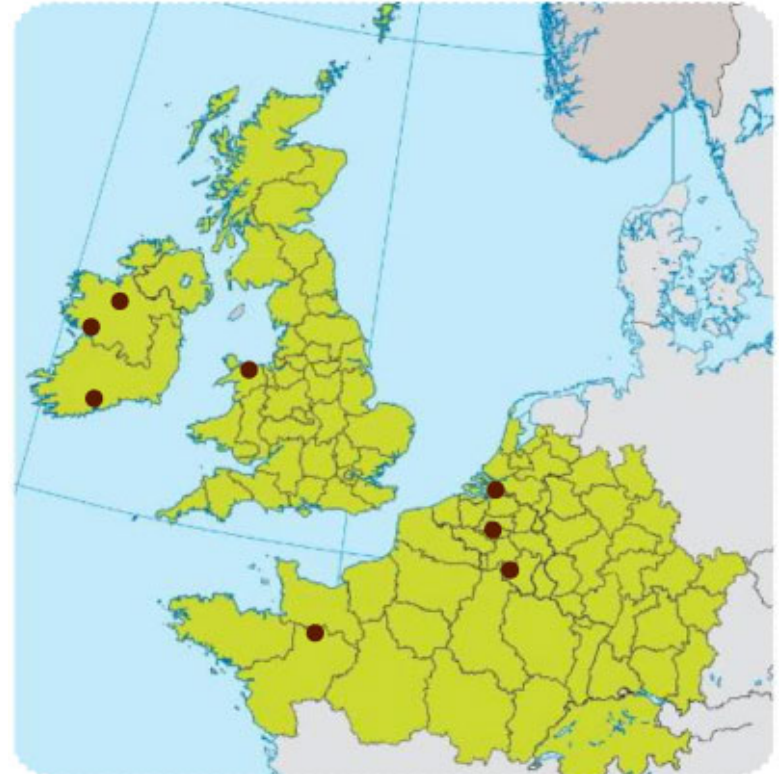
Zusammen mit ausgewählten Partnereinrichtungen hat die INI-Novation GmbH Aktivitäten, Maßnahmen und Unterstützungsleistungen entwickelt und angeboten.



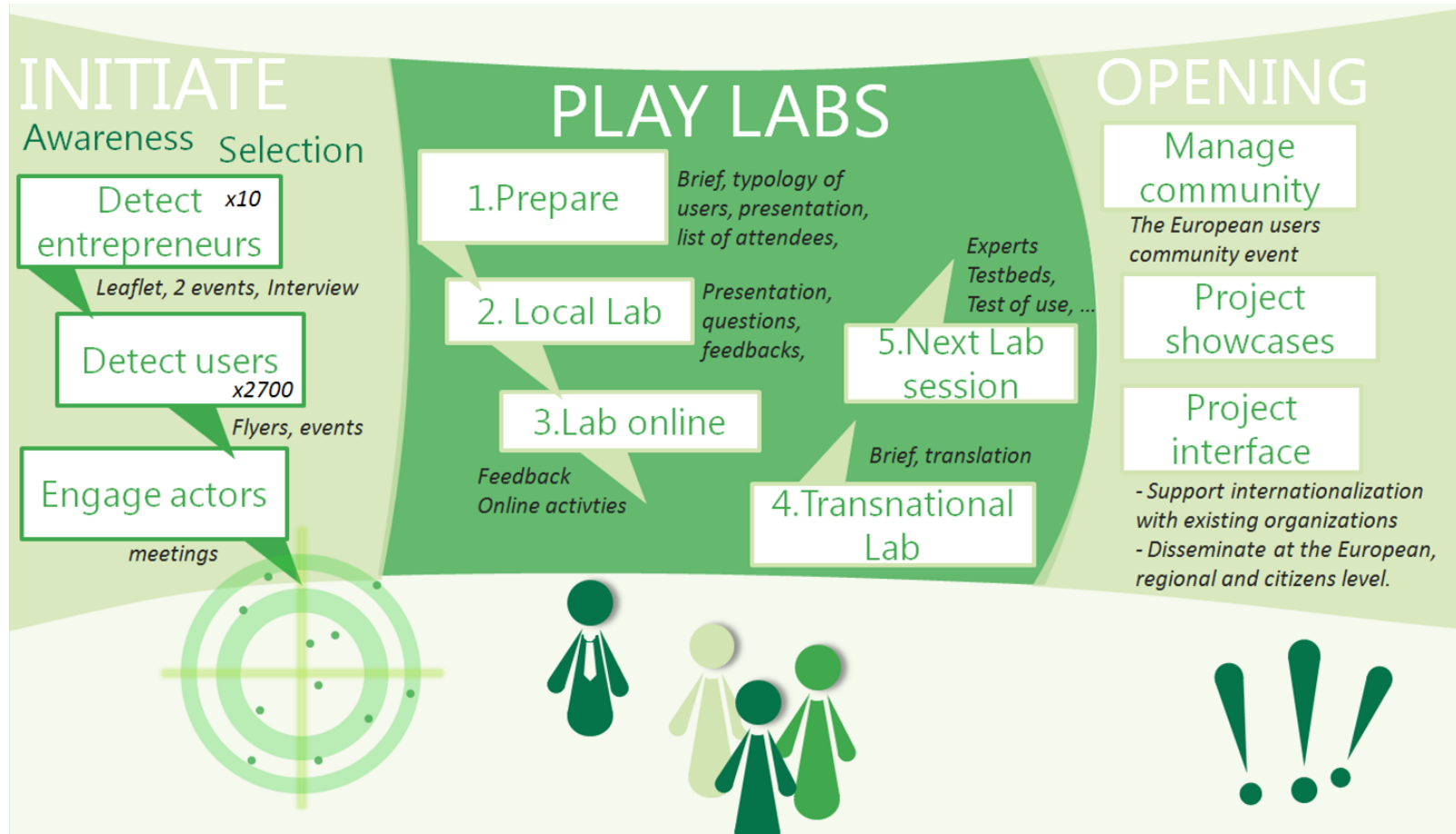


## Ergebnisse im TESLA Projekt

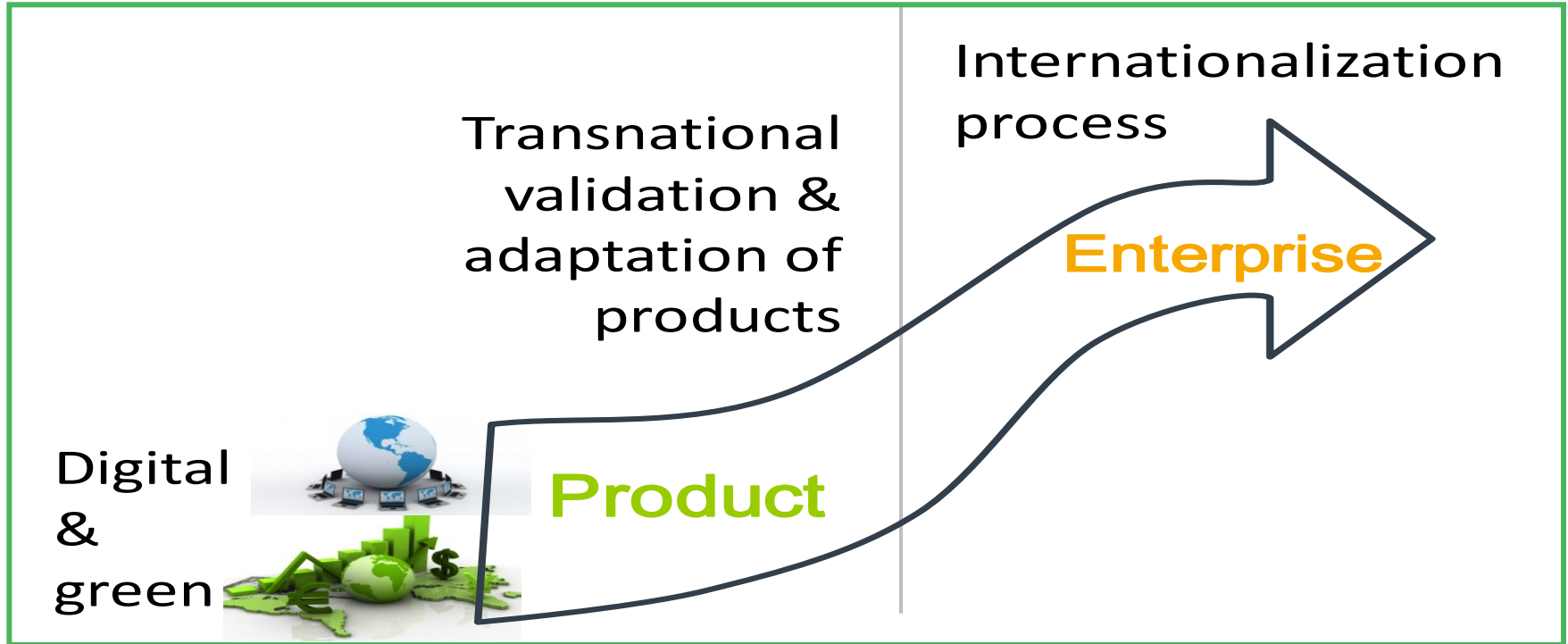
- 612 kmUs wurden in drei Jahren betreut
- > 55 neue Produkte wurden international etabliert
- > 45 neue Start-ups wurden gegründet
- > 70 Workshops wurden veranstaltet
- >850 Mentoren- und Coaching-Tage wurden angeboten



# Beispiel 2: Die LILA Plattform



# LILA am Beispiel „Testfabrik AG“

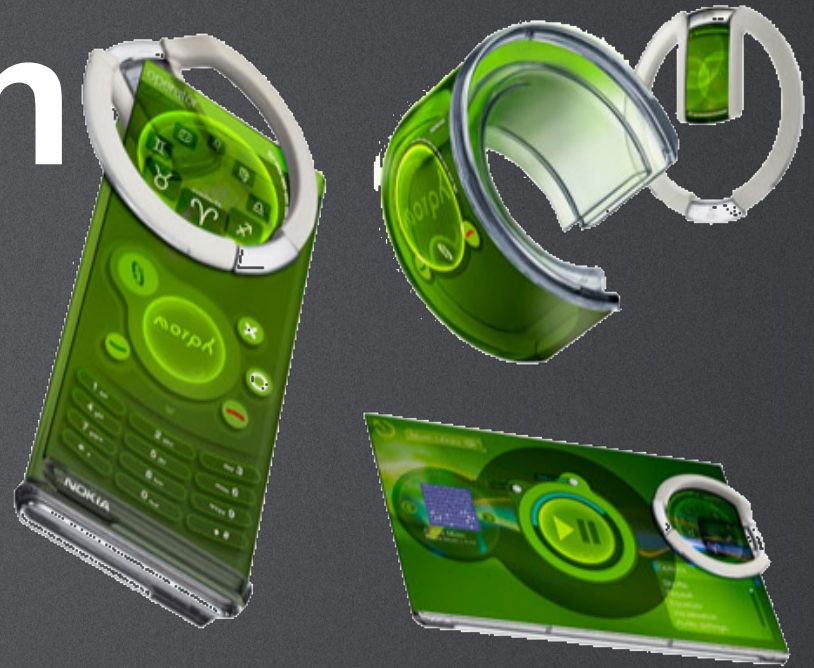


1. LILA Lab organisiert in Darmstadt, um Beta Tester zu finden

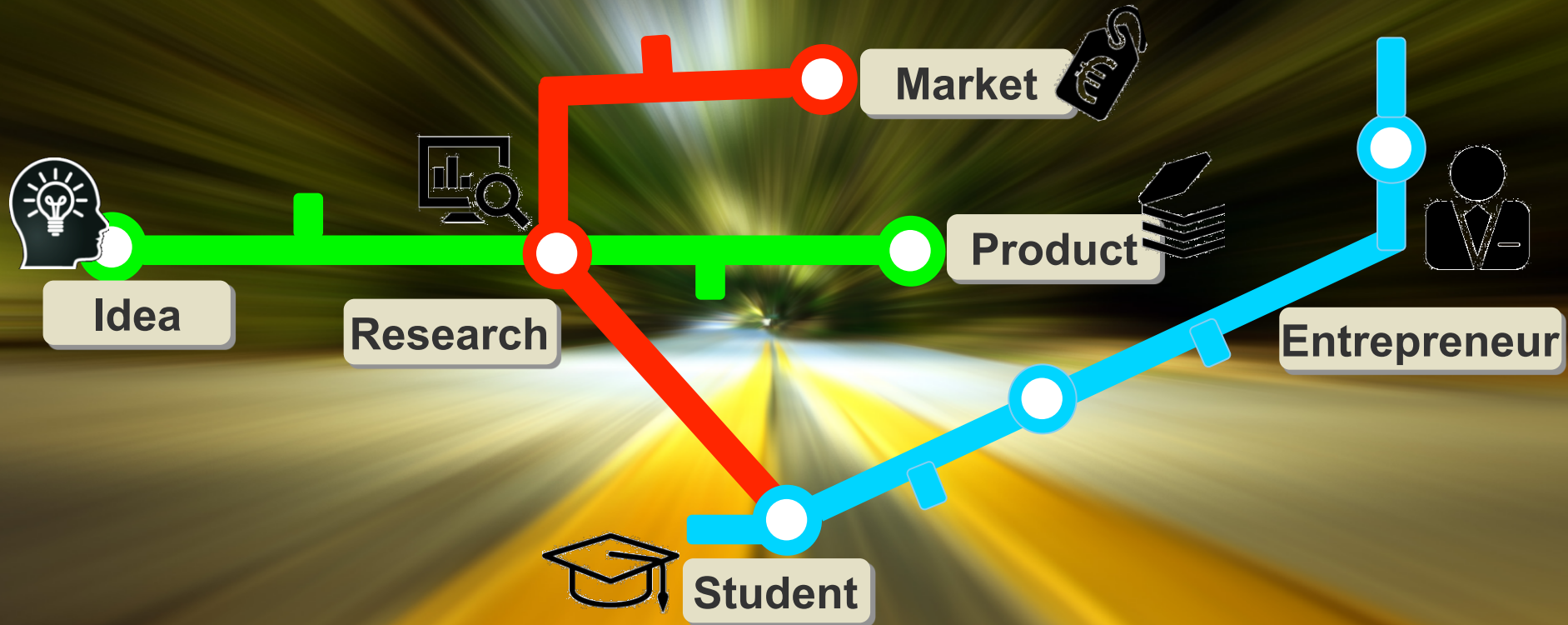
2. LILA Lab organisiert in Belgien zur Internationalisierung

3. LILA Finanzierung zur Erarbeitung von Marktanalysen für Irland

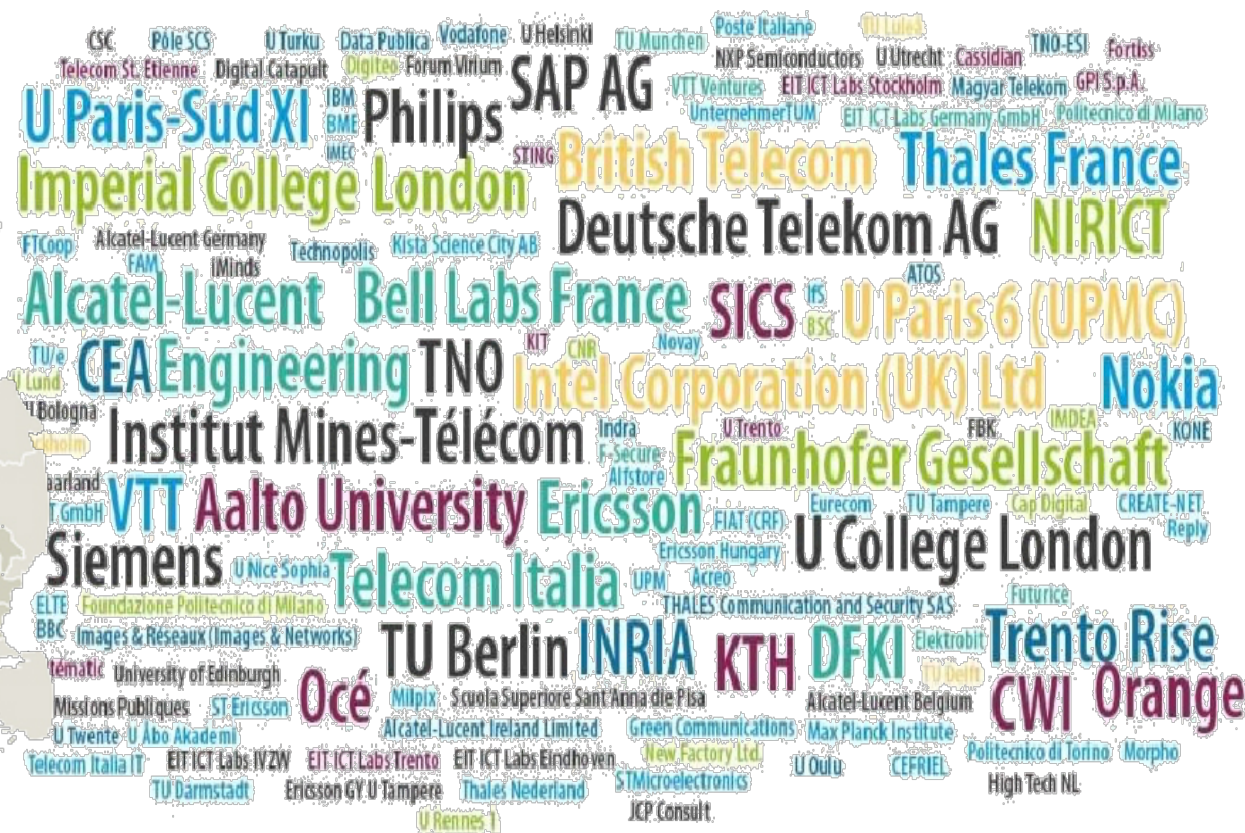
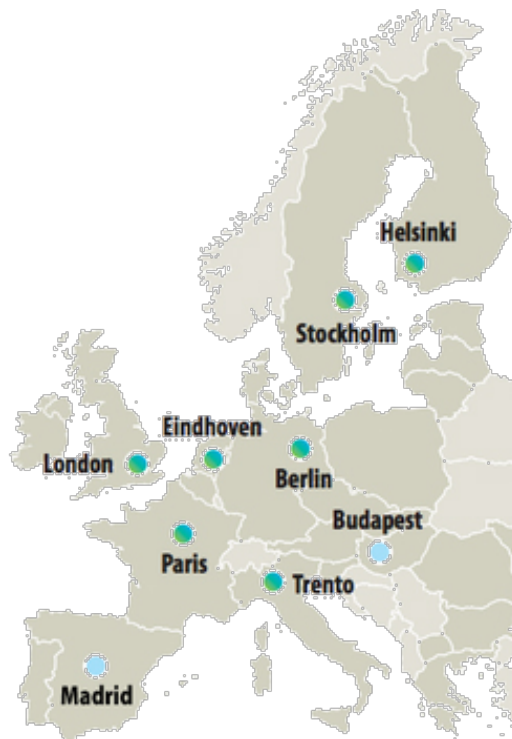
LILA hilft,  
das Design  
neuer  
Produkte  
mitzugestalten!



# Beispiel 3: EIT Digital Accelerator



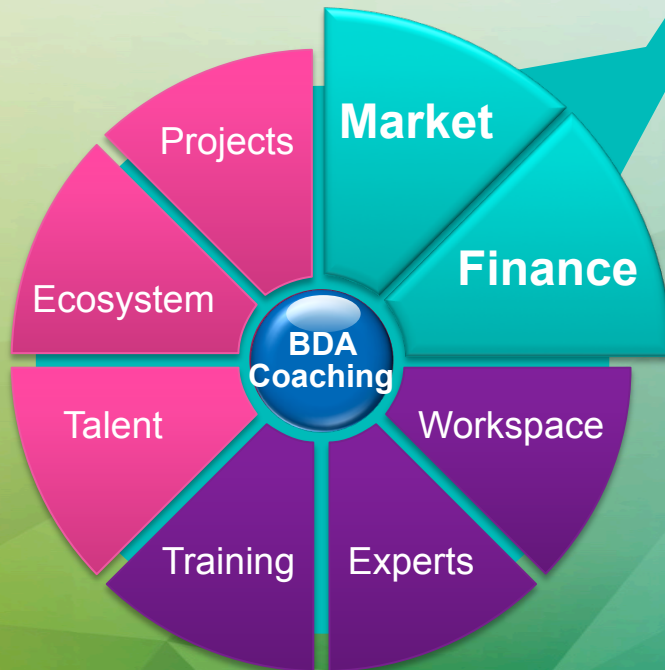
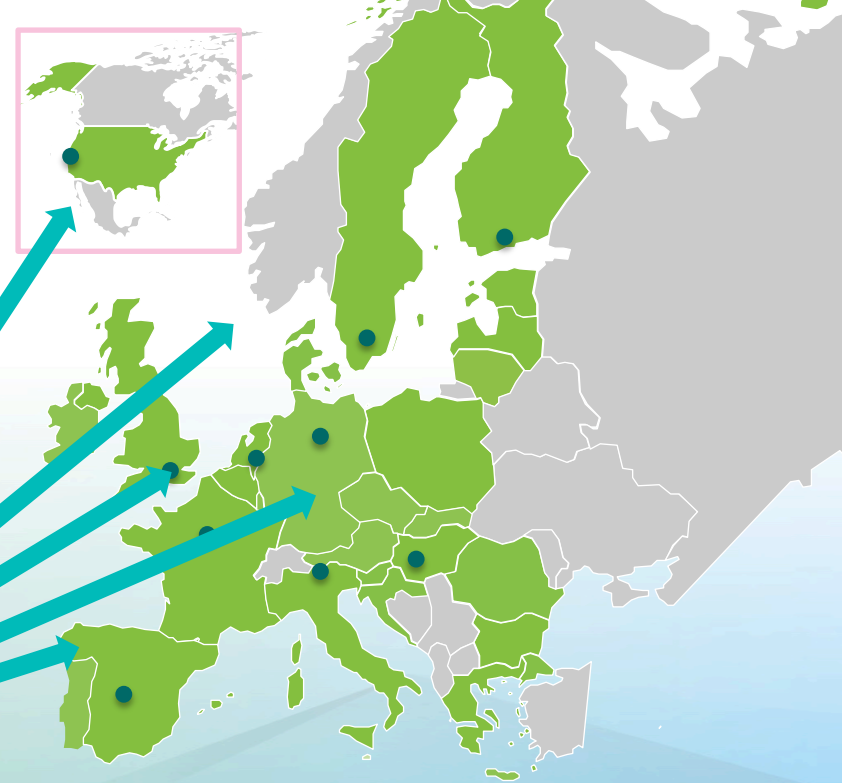
# EIT Digital – Internationales Partnernetzwerk



# Business Development Accelerator

Select and accelerate **Established Startups** with a **Commercial proposition** ready to **Grow Internationally**.

Criteria: **High Impact, Growth & Fit.**



**Our Key services:**  
Access to Markets in 10 countries &  
Access to international Investors.

**Our Unique services:**  
- Access to Technologies and Partner networks.  
- Access to Funded projects  
- Access to Master and Doctoral students/graduates.

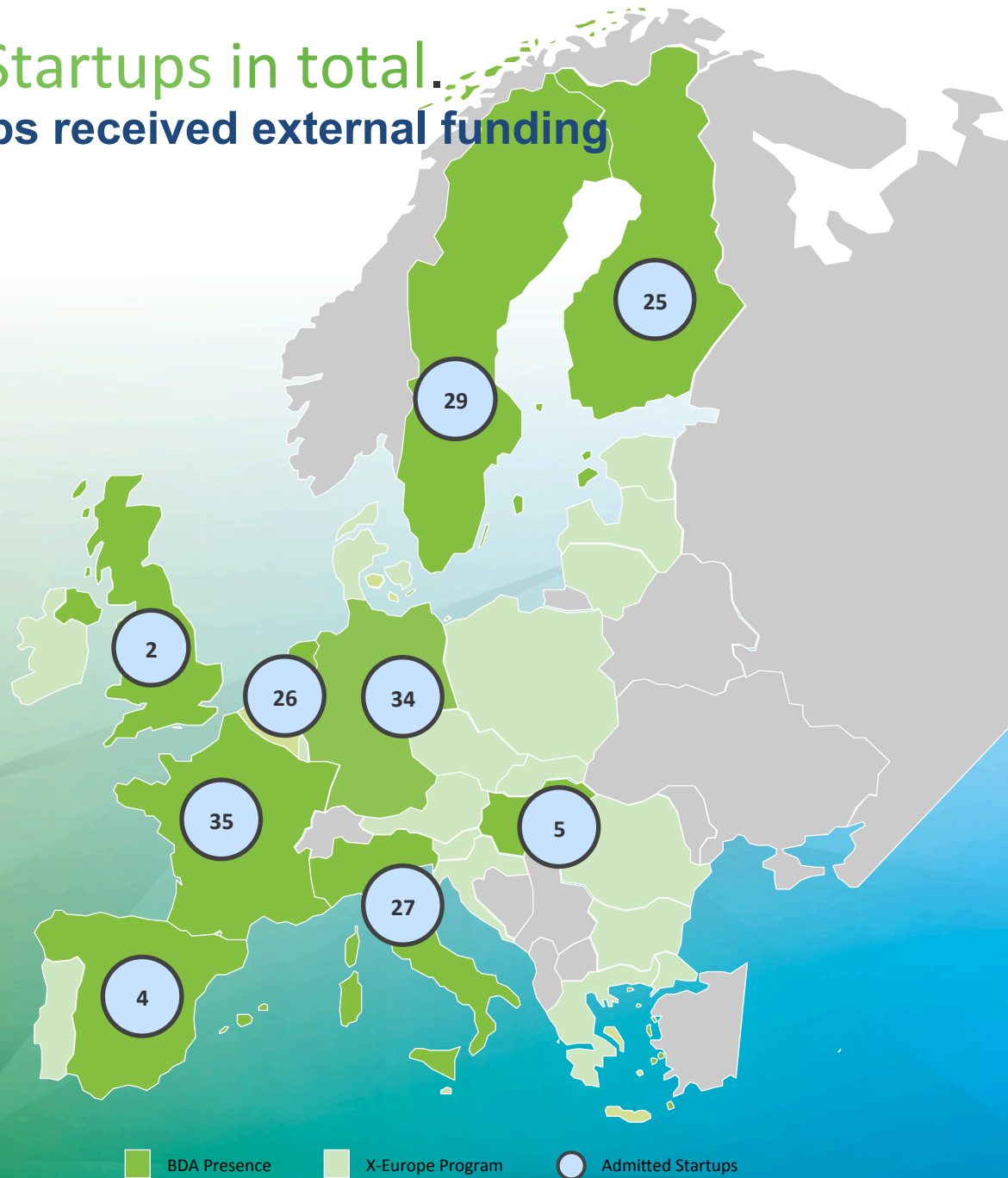
**Our Other services:**  
Access to Training, Experts and Workspace.

# BDA admitted 175 Startups in total.

## 25% of supported Startups received external funding

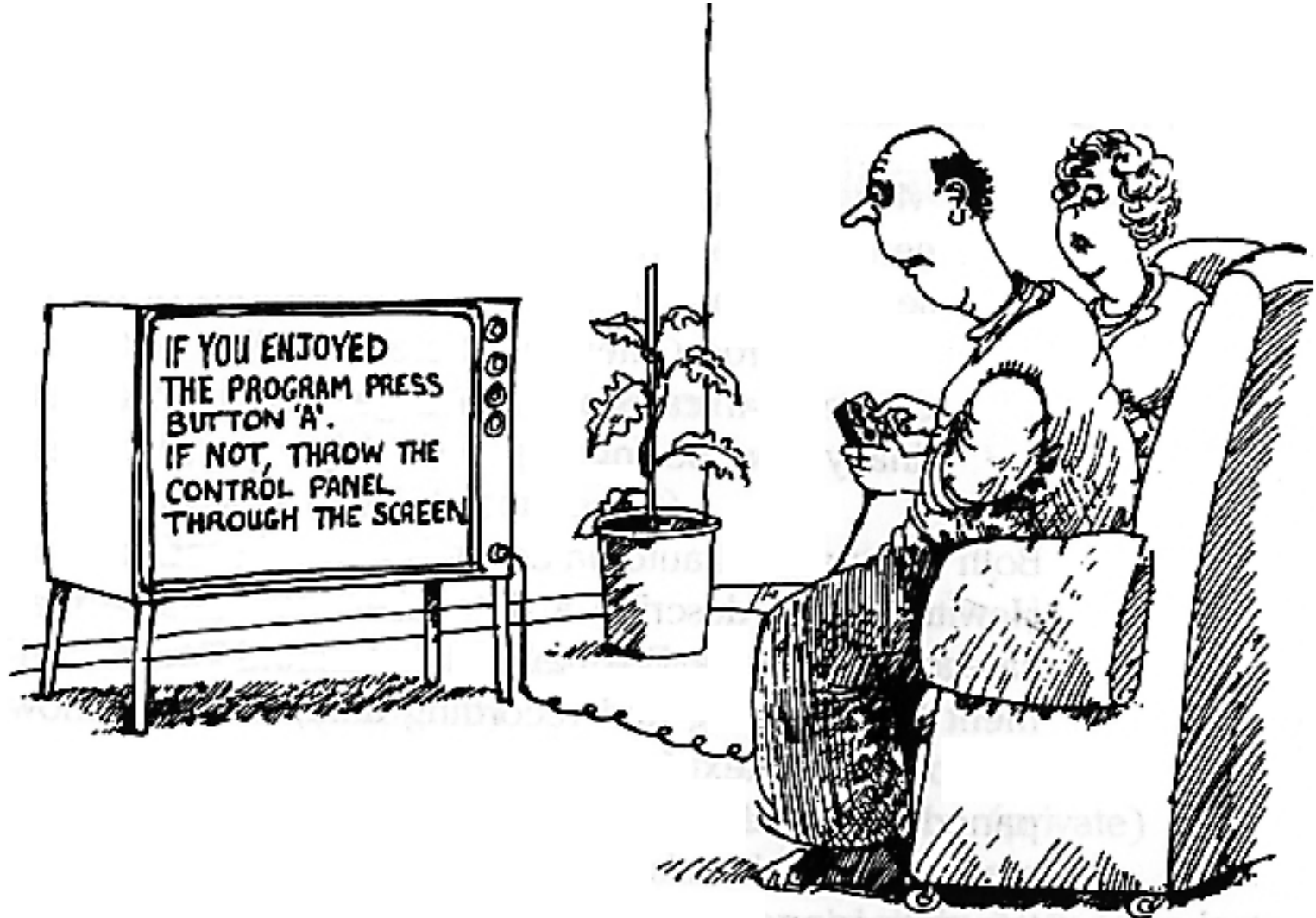
### 2014 Highlights

- 372 Startups Scouted
- 98 Startups Admitted
- **Average Growth rate of coached top 30 = 240%**





## Questions - Comments?





**Sprecht uns**  
**an!**

**Wir bringen**  
**euer Start-up**  
**nach Europa!**