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# Pilot action template for the Stuttgart Region (DE) and implementation of the reg. Playpark

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CERlecon - CE119

Final version

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PP5 - Stuttgart Region

PP6 - Stuttgart Media Univeristy HdM

PP10 - STEP RI Science and Technology Park of the University of Rijeka Ltd.



**1. MAIN TOPICS OF THE NATIONAL/REGIONAL/LOCAL SMART SPECIALISATION STRATEGY (RIS3)**

What are the main economic and social innovation topics of the relevant RIS3 for the regional Playpark?	According to the profile of the university and the related project partner from the Stuttgart Region Economic Development Corporation (Creative Industries Department) we focused on a regionally not yet tackled start-up niche: the Creative Industries.
How did the regional Playpark engage the participants to develop viable business ideas to fit these topics?	n.a.

**2. REGIONAL PLAYPARK TARGET GROUP**

Description of the Regional Playpark's Target Group:

How did the Regional Playpark attract and involve the Target Group (equal numbers of female/male participants and equal numbers of economic and social innovation business ideas/firms based on the relevant RIS3)?	The target groups were partially reached by online application platforms and interviews before they started their training program. Additionally the texts and campaigns were chosen with a wording that especially addresses the respective target groups. In Facebook campaigns we were able to choose the target groups as indicated.
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**3. REGIONAL PLAYPARK IDEA GENERATION LABS**

When and where did IGL take place?	The idea labs took place every six months shortly before the new call for applications started. The place was always Stuttgart Media University.
Short summary of IGL content/agenda:	<p>1<sup>st</sup> day</p> <p>10.00 - 10.30: General Introduction; Welcome          10.30 - 11.00: Teambuilding          11.00 - 11.30: Innovation Challenge          11.30 - 12.30: How to start, Introduction to Design Thinking          12.30 - 3.00: Get out of the building, User Interviews,          3.00 - 4.30: Vision board + Pitches          4.30 - 5.30: Ideation          5.30 - 5.45: Introduction Prototyping</p> <p>2<sup>nd</sup> day</p> <p>9.00 - 9.30: Warm-up          9.30 - 10.30: Rapid Prototyping          10.30 - 11.30: Business Modelling          11.30 - 12.00: Introduction Storytelling          1.00 - 3.00: Pitch Preparation/Rehearsals          3.15 - 4.00: Pitches</p> <p>3<sup>rd</sup> day</p> <p>Validation of the project idea</p>
Describe shortly application procedure for the regional Idea Generation Lab?	The students of Stuttgart Media university applied via a form we created. It can be found here (in German): <a href="https://inopai.com/webform/Hl9hfCZfxWWlq2M2/">https://inopai.com/webform/Hl9hfCZfxWWlq2M2/</a>
Describe shortly application procedure and	We developed an application process which was



<p>selection criteria for the six-months regional training programme?</p>	<p>modified and improved for each cohort. The application had to be made online on our webpage. In the first cohort the applicants had to fill a form (in German) with their project idea. The form asked for a summary, about the market structure and distribution channels, Canvas and the team.          In the third cohort similar questions were asked in the form but the participants had to make an interview with PP5 and PP6, too.</p>
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**4. REGIONAL PLAYPARK SUPPORTING METHODOLOGY**

<p>What final outcomes from the participants were expected by the regional Playpark after the six-month training?          Are those outcomes achieved?          If yes, how?</p>	<p>The expected outcomes were that they are ready for market entry and are able to manage their way around in the startup world. Ideally, they found their own business, launch a crowd funding campaign or successfully apply for national funding. The outcomes were partially achieved - some of the startups were quite successful and we guided them through the process of application/ counselling or alike. Others didn't have the energy to progress their project idea or just found out there is not enough market need for it/ too high competitors, or the original teams found they couldn't work well together. Others still continue working on their idea but simply need more time.</p>
<p>What were the contents/topics of the six-month training?   <i>(short description in bullet points with workshop topics, consultations hours and other activities)</i></p>	<p>Customer Discovery          Interview Techniques          User Experience          Project Management          Digital Business Models and legal regulations          Law for Founders          Business Modeling          Business Validation          Sales &amp; Acquisition          Business Negotiations          Marketing Strategies          How to Pretotype          Usability Testing          Team and Conflict          Convincing Demeanor          Pitch Training          Public Relations          Pricing          Fiscal matters for Founding          Financial Planning and Management          Search engine optimization (SEO)          Scrum / Agile project management</p> <p>Other activities:          Jour fixe (1x per month)          Visiting startup sites          Attending startup related summits and conferences          Talks with successful startups</p>
<p>Which training tools were used?</p>	<p>Many tools, which we also used during the TTT-workshops in Cracow and Brno, such as Canvas, Persona, SWOT, PEST but also each facilitator was free to use the tools he/she wanted.          The tools and presentations were then shared with the participants on an online platform</p>



<p>Timeline of the six-month training at the regional Playpark:</p> <p><i>(short description in bullet points with exact dates of 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> cohort - Idea Lab, cohort start, exchanges, consultations etc.)</i></p>	<p><b>1<sup>st</sup> cohort:</b></p> <p>Idea Lab: 28.-29.4. and 5.5.2017</p> <p>31. Juli 2017, 16:00 Kick-Off: Initial information and getting to know each other</p> <p>1. August 2017, 9:00 - 17:00 Design Thinking Violetta Fasulo, Dorothee Sommer, Startup Centre</p> <p>2. August 2017, 9:00 - 17:00 Lean Startup Simona Pede, bwcon GmbH</p> <p>3. August 2017, 9:00 - 14:00 Lean Startup Simona Pede, bwcon GmbH</p> <p>16:00 - 20:00 Interview techniques Nicole Köster, SWR</p> <p>7. August 2017, 9:00 - 11:30 Legal matters for founders Olaf Botzem, Bartsch Solicitors</p> <p>13:00 - 15:00 Team &amp; conflict Violetta Fasulo, Startup Centre</p> <p>8. August 2017, 9:00 - 11:00 Digital business models and legal specifications Dr Carsten Ulbricht, Bartsch Solicitors</p> <p>13:00 - 17:00 Project management Dr Hartmut Rösch, Startup Centre</p> <p>9. August 2017, 9:00 - 10:30 The Sandbox/Playpark Project Violetta Fasulo, Dorothee Sommer, Startup Centre</p> <p>10:30 - 12:30 Negotiation techniques Dr Hartmut Rösch, Startup Centre</p> <p>10. August 2017, 10:00 - 13:00 Direct marketing Annika Hahnle, UBF Corporate Consulting</p> <p>14:00 - 16:00 Business Modelling Dorothee Sommer, Startup Centre</p> <p>11. August 2017, 9:00 - 17:00 Pretotyping / Minimal Viable Product Yannick Frank, hatchery GmbH &amp; Co. KG</p>
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	<p>14. August 2017, 9:00 - 17:00 Online Marketing Yannick Frank, hatchery GmbH &amp; Co. KG</p> <p>15. August 2017, 9:00 - 11:30 Pricing Nicolas Rutschmann, New Media &amp; Film</p> <p>16. August 2017, 9:00 - 13:00 Financial planning and management Lothar Schubert, Senioren der Wirtschaft (“Seniors of the Economy”)</p> <p>14:00 - 15:30 Financing options and grants for founders Prof Schäfer, ifex</p> <p>17. August 2017, 9:00 - 11:00 Fiscal aspects for founders Diana Mayer-Bartholmeß, tax consultant</p> <p>30. August 2017, 9:00 - 12:00 Sales and distribution Alexander Frank</p> <p>31. August 2017, 9:00 - 16:00 PR Magdalena Weinle, Startup Centre</p> <p>17:00 onwards Discussion and feedback Food and drinks</p> <p>04 - 08 September 2017 Individual coaching, appointments for each team</p> <p>12. September 2017, 9:00 - 17:00 Pitch training Speaker(s) from the Startup Centre</p> <p>14. September 2017, 9:00 - 17:00 Visual thinking Saskia Jancik, Cyber Manufacturing</p> <p>26. September 2017, 9:00 - 13:00 Pitch training Speaker(s) from the Startup Centre</p> <p>29. September 2017, 16:00 onwards Demo day</p> <p><b><u>2<sup>nd</sup> cohort</u></b> Idea lab: 12., 13. and 19. January 2018</p> <p>9 April 2018, 17:00 Kick-off</p> <p>12 April 2018, 16:00 - 19:00 Customer discovery</p>
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	<p>Johanna Kutter &amp; Dorothee Mathes, Startup Centre</p> <p>13 April 2018, 9:00 - 17:00 Customer discovery Johanna Kutter &amp; Dorothee Mathes, Startup Centre</p> <p>19 April 2018, 16:30 - 20:30 Interview techniques Nicole Köster, radio host at SWR</p> <p>20 April 2018, 9:00 - 13:00 User Experience Dr Katharina Zeiner, Nora Fronemann, Anne-Elisabeth Krüger, SME 4.0 Competence Centre for Usability</p> <p>20 April 2018, 14:00 - 18:00 Project management Dorothee Mathes, Startup Centre</p> <p>26 April 2018, 16:00 - 18:00 Digital business models and legal regulations Jenny Hubertus, Bartsch Lawyers</p> <p>26 April 2018, 18:30 - 20:00 Round of Talks: Sandbox Success Stories, Startup Centre</p> <p>27 April 2018, 9:00 - 11:00 Legal matters for founders Martin Papendieck, Startup Centre</p> <p>27 April 2018, 11:00 - 12:00 Jour fixe</p> <p>27 April 2018, 13:00 - 17:00 Business Modelling Florian Demaku, Startup Centre</p> <p>3 May 2018, 15:00 - 19:00 Business validation Matthias Gutbrod</p> <p>4 May 2018, 9:00 - 13:00 Sales and acquisition Alexander Frank, Agency for Communications and Consulting</p> <p>4 May 2018, 14:00 - 17:00 Business negotiations Dr Hartmut Rösch, Startup Centre</p> <p>17 May 2018, 16:00 - 20:00 Marketing strategies Ute Hillmer</p> <p>18 May 2018, 9:00 - 17:00 How to prototype Yannick Frank, hatchery GmbH &amp; Co. KG</p> <p>23 May 2018, 19:00</p>
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	<p>Usability testing          Speaker(s) from the Startup Centre</p> <p>24 May 2018, 16:00 - 18:00          Team and conflict          Violetta Fasulo, Startup Centre</p> <p>24 May 2018, 18:30 - 20:00          Round of talks: Successfully failing</p> <p>25 May 2018, 10:00 - 14:00          Convincing demeanour          Annika Hahnle, UBF Corporate Consulting</p> <p>25 May 2018, 14:00 - 15:30          Jour fixe</p> <p>7 June 2018, 14:00 - 18:00          Pitch training          Dr Hartmut Rösch, Startup Centre</p> <p>8 June 2018, 9:00 - 12:00          Public Relations          Magdalena Weinle, Startup Centre</p> <p>8 June 2018, 13:00 - 16:00          Pricing          Lothar Schubert, Senioren der Wirtschaft (“Seniors of the Economy”)</p> <p>8 June 2018, 16:00 - 17:30          Jour fixe</p> <p>14 June 2018, 16:00 - 18:00          Fiscal matters for founding          Diana Mayer-Bartholmeß, accountant</p> <p>15 June 2018, 9:00 - 13:00          Financial planning and management          Lothar Schubert, Senioren der Wirtschaft (“Seniors of the Economy”)</p> <p>22 June 2018, 16:00          Demo Day</p> <p>25 - 29 June 2018          Incoming exchange: Startups from Kraków in Stuttgart</p> <p>05 July 2018, 18:00          Sandbox on the Go: Booth at the HdM Media Night</p> <p>13 July 2018, 13:00 - 17:00          Sandbox on the Go: WRS and Business Angels</p> <p>16 - 20 July 2018          Outgoing exchange: Startups from Stuttgart in Vienna</p> <p>20 September 2018 - 21 September 2018          International finals in Veneto</p>
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**3<sup>rd</sup> cohort**

Idea lab: 11.-12. and 25.5.2018

15 November 2018, 17:00

Kick-off

16 November 2018, 09:00 - 12:00

Team

Violetta Fasulo, Startup Centre

16 November 2018, 13:00 - 17:00

Customer discovery

Johanna Kutter, Startup Centre

17 November 2018, 10:00 - 13:00

Effectuation

Johanna Kutter, Startup Centre

17 November 2018, 13:30 - 15:00

Founder personality

Lisa Lang, Startup Centre

23 November 2018, 08:30 - 12:30

Business modelling

Florian Demaku, Startup Centre

23 November 2018, 13:30 - 17:30

Project management

Dr Hartmut Rösch, Startup Centre

23 November 2018, 18:00 - 21:00

Google Startup Grind

30 November 2018, whole-day event

International Entrepreneurship Education Summit

06 December 2018, 17:00 - 19:30

“Boxenstopp” (Consultation session)

07 December 2018, 09:00 - 13:00

Business validation

Matthias Gutbrod, HS Reutlingen

14:00 - 18:00

Distribution and acquisition

Alexander Frank, Agency for Communication and Consulting

14 December 2018, 14:00 - 17:00

Negotiation talks

Dr Hartmut Rösch, Startup Centre

11 January 2019, 09:00 - 12:00

Price-setting

Lothar Schubert, Senioren der Wirtschaft (“Seniors of the Economy”)

13:30 - 17:30

How to prototype





	<p>Yannick Frank, Hatchery GmbH</p> <p>17:30 - 19:30 “Boxenstopp” (Consultation session)</p> <p>18 January 2019, 09:00 - 12:00 Fiscal questions around founding Daniel Lang, Tax Consultancy Lang</p> <p>13:00 - 17:00 Financial planning and management Lothar Schubert, Senioren der Wirtschaft (“Seniors of the Economy”)</p> <p>17:00 - 20:00 Sandbox New Year’s celebration</p> <p>25 January 2019, 09:00 - 13:00 How to pretotype Yannick Frank, Hatchery GmbH</p> <p>14:00 - 17:00 Marketing strategy Prof Dr Seitz, HdM</p> <p>01 February 2019, 09:00 - 12:00 Legal matters for founders Martin Papendieck, Startup Centre</p> <p>12:00 - 18:00 Startup BW Summit Regional Fair Stuttgart</p> <p>08 February 2019, 09:00 - 12:00 and 13:00 - 16:00 Pitch training Dr Hartmut Rösch, Startup Centre</p> <p>16:15 - 18:30 “Boxenstopp” (Consultation session)</p> <p>15 February 2019, 16:00 - 19:00 Demo day</p> <p>21 February 2019, 15:00 - 18:00 Direct marketing Annika Hahnle, UBF Corporate Consulting</p> <p>22 February 2019, 09:00 - 13:00 Digital business models Jenny Hubertus, Bartsch Solicitors</p> <p>14:00 - 18:00 Search Engine Optimisation Jan Jörgensen, Koaweb</p> <p>28 February 2019, 18:00 - 20:00 Info-fair: Financing options for founders</p> <p>01 March 2019, 09:00 - 12:15 Press relations</p>
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	<p>Magdalena Weinle, Startup Centre</p> <p>14:00 - 18:00          Agile project management (Scrum)          Franziska Ott, Innotec</p> <p>04 - 07 March 2019          Outgoing exchange: Startups from Stuttgart in Bratislava</p> <p>18 - 22 March 2019          Incoming exchange: Startups from Brno in Stuttgart</p> <p>28 March 2019, 17:00 - 19:30          “Boxenstopp” (Consultation session)          Playpark</p> <p>04 - 05 April 2019          International finals in Vienna</p> <p>12 April 2019, 15:00 - 18:00          Kick-out          Playpark</p>
<p>What kind of support the regional Playpark provide after the six-month training?</p>	<p>Consulting and continued peer networking of alumni/previous Playparkees          Providing network to other startup facilities in Stuttgart, Baden-Württemberg and Germany          Providing contacts to industry experts, organisations or SMEs          Support in finding suitable office or coworking spaces          Temporary usage of the playpark          Continued consultations at our startup center if needed</p>

## 5. REGIONAL PLAYPARK FUNDING INITIATIVES

<p>Did regional Playpark help the participants to find money to finance their business ideas? If yes, how?</p>	<p>Yes, such as funding from the county of Baden-Württemberg, national funding or support to set up a crowdfunding campaign. Additionally, we helped participants with a “founder grant” of 1.500€ for marketing and acquisition activities</p>
<p>List the names and contact details of funding initiatives that cooperate with the regional Playpark (if there are such):</p>	<p>EXIST Business Startup Grant by the Federal Ministry for Economic Affairs and Energy          Business Angels Forum Region Stuttgart          Crowdfunding Initiative by the Stuttgart Media University</p>



Overview and information/guidance about funding initiatives and how they will support the participants in bringing their ideas/firms to market:

Funding initiatives and sources/managing authority	Target groups - eligible beneficiaries	Identified best practices and deficiencies
EXIST	<p>The EXIST Business Start-up Grant supports students, graduates and scientists from universities and research institutes who want to turn their business idea into a business plan. The start-up projects should be innovative technology or knowledge based projects with significant unique features and good commercial prospects of success.</p>	<p>The grant itself is very generous (EUR 1.200 - 3.000 per month per person plus up to EUR 35.000 for materials, equipment and coaching). The teams are provided with a mentor, a workplace and free use of infrastructure at their university or research institute. The only deliverables are the participation in a one-day "Entrepreneurial Personality" seminar, the presentation a first draft of the business plan after five months and the submission of the final business plan after ten months. There are no deadlines for application. The main deficiency is the strong focus on tech startups.</p>
Junge Innovatoren	<p>The Junge Innovatoren („young innovators“) program is the Baden-Württemberg equivalent to the federal EXIST grant. It supports graduates and scientists from universities and research institutes who want to turn their business idea into a business plan. The start-up projects should be innovative technology or knowledge based projects with significant unique features and good commercial prospects of success.</p>	<p>The support consist of a part time employment contract (appr. EUR 1.400 - 1.800 per month per person) plus up to EUR 25.000 for materials, equipment and coaching. The teams are provided with a mentor, a workplace and free use of infrastructure at their university or research institute. The only deliverables are the presentation a first draft of the business plan after six months and the submission of the final business plan after twelve months. Applications are open once per year (usually June). The main deficiency is the strong focus on tech startups.</p>
Business Angels	<p>The network of the Business Angels Region Stuttgart (BARS) provides contacts between selected innovative start-ups and private investors. Experienced business angels participate with their own private capital in the early stages of promising companies and receive company shares. They also support young</p>	<p>The Business Angels Network is open to startups and founders, however realistically in a bit further advanced state of the founding process. Startups are challenged to participate in pitching events in order to qualify for the next steps.</p>



	<p>knowledge-based companies with their entrepreneurial experience, their management and leadership skills and their network contacts, e.g. to customers or to other lenders.</p>	
MikroCrowd	<p>The MikroCrowd combines Startnext crowdfunding and a microcredit by the L-Bank, the State bank of Baden-Württemberg. The main target group a small start-ups from all subject areas. If the crowdfunding campaign was a success, the start-up can apply for a microcredit at low interest.</p>	<p>The start-ups get individual consulting and hands-on support by a CrowdNavigator at the HdM Startup Center (PP6) who is helping to roll out a successful campaign. The main deficiency of the program is that those start-ups are willing to start a crowdfunding campaign are just as reluctant to apply for a credit afterwards.</p>
Innovationsgutscheine	<p>The innovation vouchers Baden-Württemberg support the use of research and development services in the context of planning, development and implementation of innovative ideas.</p> <p>Innovation Voucher A (max. 2,500 Euro at 80%) for scientific activity ahead of development, e.g. technology, patents, or market research and feasibility studies</p> <p>Innovation Voucher B (max. 5,000 Euro at 50%) or implementation-oriented research and development activities, e.g. construction, service engineering, prototype construction and product tests</p> <p>Innovation Voucher Hightech Start-up (max. 20,000 Euro at 50%) for implementation-oriented research and development activities in the context of a high-tech project for a young business</p> <p>Innovation Voucher Hightech Digital (max. 20,000 Euro at 50%) for implementation-oriented research and development activities as part of challenging R&amp;D projects for mature and old SMEs, in the</p>	<p>The innovation vouchers are easy to apply for. The main threshold is the co-financing of up to 50 %. There is a strong focus on tech startups.</p>



	context of development and implementation of digital products and services.	
Start-up BW Pre-Seed	In close cooperation with selected partners the Ministry of Economy, Labour and Housing Baden-Württemberg started a new program regarding early-stage financing: Start-up BW Pre-Seed. Innovative founders are supported in a mission-critical phase which is characterized by the reluctancy of private investors and Venture Capital Companies (VC) to invest due to the risks. This promotional instrument shall contribute noticeably in the preparation of promising start-ups for institutional investors to be ready for finance respectively for VC. Experienced managers of accelerators, incubators and start-up initiatives ensure the professional support and contribute 20 % of the financing (min EUR 50.000, max. EUR 400.000 )	We have no operational experience with this program, yet.



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