



# ifex Initiative for Start-ups and Business Transfer

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**Baden-Württemberg**

Ministry of Economic Affairs

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*ifex*




**Initiative for Start-ups  
and Business Transfer**



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# Initiate & Coordinate Promote

 Promoting business start-ups and securing business succession represents a key element of the formative policy for small and medium-sized enterprises of the Government of the Land of Baden-Württemberg.

The ten years during which the business start-up initiative has been in place has brought a sustained improvement to the entrepreneurship climate in Baden-Württemberg. In 2001, the Baden-Württemberg Parliament resolved to continue for an indefinite period the business start-ups and succession initiative *ifex*, on the recommendation of the "Medium-sized businesses" parliamentary survey commission. This decision represents major recognition for our work.

*ifex* has a broad range of partners, which by now numbers 1,400 institutions. Chambers, associations, business development bodies, universities, schools, authorities and representatives from the world of private business have all contributed innovative ideas to this new culture of business start-ups. With the conceptual and financial support of *ifex*, a diverse range of information, training and advisory products has developed in Baden-Württemberg, which puts us amongst the front runners in a national comparison of the start-up initiatives of the individual German Länder.

When the Baden-Württemberg Office for the Promotion of Trade and Industry, our former home, was wound up as part of the administrative reform, *ifex* was incorporated into the Baden-Württemberg Ministry of Economic Affairs on 1 July 2004, and is now part of Unit 33 "Business Start-ups and Business Transfer / *ifex*".

***ifex* initiates campaigns and competitions, new promotional approaches and concerted actions throughout Baden-Württemberg**

***ifex* coordinates projects and partners – at both regional and international level**

***ifex* promotes information, training, advice and coaching, together with model projects for specific target groups and regional projects of our partner organisations**



## Information Service

*ifex* informs everyone who is interested in company start-up and succession:

- Founders of new companies, those taking over companies or acquiring an active partnership
- Entrepreneurs who are involved in transfers
- Intermediaries
- Students

We provide information on the following:

- Support programmes
- Equity capital
- Points of contact and literature
- Internet exchanges
- Specific offers for women
- University and school projects

on a day-to-day basis at the Baden-Württemberg business start-ups and succession portal [www.newcome.de](http://www.newcome.de) or through brochures which you can order in the service area of [www.newcome.de](http://www.newcome.de) or via e-mail from [ifex@wm.bwl.de](mailto:ifex@wm.bwl.de).



## Start on Campus

The universities and research organisations in Baden-Württemberg have taken up the topic of business start-ups both as part of their teaching and also in the form of business plan competitions and hiving off projects.

We support their measures in both conceptual and financial terms in the following areas:

- University incubators, start-up associations and networks
- Information and qualification measures
- Business games and competitions

Further information on the *ifex*-topic "Start on Campus" is available at [www.hochschulen.newcome.de](http://www.hochschulen.newcome.de)



## High Growth Company Start-ups

Innovative, high growth start-ups create the jobs of the future.

These are normally more capital intensive and necessitate intensive market research. The products we offer this target group include:

- Up-to-date overview of venture capitalists in Baden-Württemberg
- Information on mentor and business angel networks
- Promoting coaching in technology-related company start-ups
- Promoting exchange and cooperation projects



## 12 Points Programme to Safeguard Business Succession

Securing business succession is a core business policy element in an economy, characterised by small and medium-sized businesses. **ifex** supports this element under the 12 Points Programme to Safeguard Business Succession, in the following fields in particular:

- PR work
- Promoting information and training qualification measures
- Promoting advice to those transferring their business
- Promoting succession mediators in Chambers of Commerce and Industry and Chambers of Trade
- Promoting coaching for those taking over businesses
- Promoting university projects on succession

Further information on the **ifex**-topic "Business Succession" is available at [www.nachfolge.newcome.de](http://www.nachfolge.newcome.de)



## School and Entrepreneurship

A key feature of our initiative involves fostering awareness amongst school students at an early stage on the meaning of self employment. Imagination, business savvy and personality are promoted during business game competitions or the actual formation of a student company. Over 300 school teams from secondary schools throughout Baden-Württemberg participate in the PriManager Cup "School students manage a stock company" every academic year. School students and trainees present their products and services at fairs, with the support of **ifex**. Even the teachers return to school from time to time, to gain knowledge on the subject of the planning of business start-ups.

Further information on the **ifex**-topic "School and Entrepreneurship" is available at [www.schulen.newcome.de](http://www.schulen.newcome.de)



## Female Business Starters and Entrepreneurs

There is much debate on the question of why female business starters and entrepreneurs need to be approached separately. "Women found companies in a different way", which is why we promote and support:

- Day events for company start-ups by women
- Congresses, fairs and exchanges for female entrepreneurs
- Round table events for female founders
- Networks for female entrepreneurs
- Training, advisory and coaching measures
- Regional initiatives for female business starters and entrepreneurs
- The Baden Württemberg female founders' forum

Further information on the **ifex**-topic "Female Business Starters and Entrepreneurs" is available at [www.frauen.newcome.de](http://www.frauen.newcome.de)



## Regional Networks and Projects

On-site support needs to be a primary aim of effective start-up and succession promotion. For this reason, we promote the following under a range of programmes:

- Regional business start-up and succession events and fairs
- Regional open days and consultation opportunities
- One-stop agencies (Starter Centres)
- Support opportunities offered by start-up centres
- Regional succession advice and matching projects



## Entrepreneurship international

**ifex**, with its broad range of measures and promotional products, has acquired a reputation both nationally and internationally. **ifex** has been able over the past two years to win several European and national project calls, and has additionally organised a number of international congresses. **ifex** considers an exchange with other European regions to be absolutely essential: this provides us with new stimulus, in turn enabling us to provide other important assistance.



## Ethnic Minority Entrepreneurship

The approach and direction of start-up support measures directed at the specific target group of ethnic minorities should increase the acceptance and knowledge of such products amongst foreign business starters, increase the number of start-ups and improve their quality. Our well-established instruments include:

- Business start-up days and seminars for various nationalities
- Open days for foreign starters
- Business start-up consultation with bilingual advisors
- Foreign language business start-up brochures



## Small Business

Small and very small business start-ups, sideline businesses, currently generally known as Small Business, frequently start up under difficult conditions. Not every idea is promising. This is why **ifex** promotes projects aimed at this specific target group which advise potential business starters with the requisite degree of care and help them along the way.



## Sector Specific Measures

Our sector specific measures aimed at providing qualification in start-up, consolidation and succession are seen as models throughout Germany. We have already been able to motivate many specialist associations and organisations to convey knowledge which is better orientated towards the business aim and to support them in the design and implementation of events.

Examples from our sector-specific topics:

- The health business
- Social occupations
- Experience economy / tourism
- Consultancy in technical and natural sciences
- Renewable energies
- Visual arts and pop music

