

HI! POTENTIALS!

- FOUNDERS' AND ENTREPRENEURS' TRADE FAIR
- SEMINARS AND CONTACTS



13. + 14.
Oct. 2017
ARENA
Berlin

www.degut.de

THE AMBASSADORS OF *deGUT* 2017

As well as a brilliant idea, starting a company also needs courage, energy and passion. Who could be better placed to tell us this than the Ambassadors of *deGUT*?

They not only exemplify successful start-ups, they are also fascinating personalities who cut their own path in life. Hear what this looks like – and at what points they also stumbled – at the *deGUT*.



In 2014, **Susann Hoffmann and Nora-Vanessa Wohler** closed the gap between classical women's magazines and male-oriented business and career titles. Their online platform **Edition F** now has half a million visitors a month.
www.editionf.com



Iwona and Frank Fahland set great store by a **sense of attachment to the region**. They prefer to procure the ingredients for their Brandenburg **bakery** from nearby companies. They now sell their hand-made organic pastries in 14 branches.
www.baeckerei-fahland.de



What's to be done when a flight is late or cancelled? **Marek Janetzke and Dr. Philipp Kadelbach together** run **Flightright**, online-based legal aid. The market leader from Potsdam successfully enforces compensation payments for passengers.
www.flightright.de



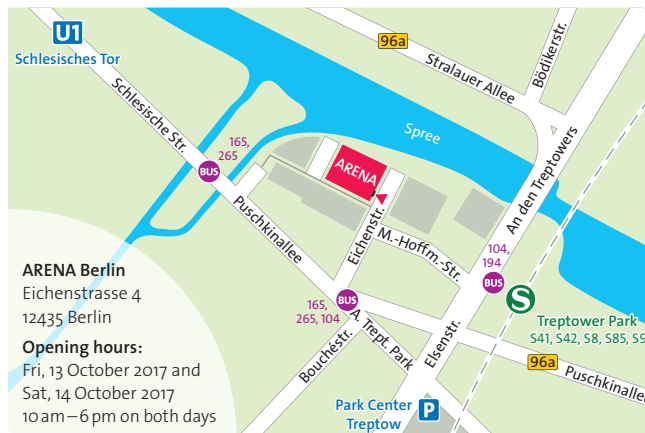
Tradition oblige: When **Melanie and Benno Hübel** took over Berlin's oldest chocolate factory **Sawade**, it was important to them to carefully rejuvenate the spirit of the company founded in 1880. They are combining experienced handicraft with a new design.
www.sawade.berlin

TWO DAYS RELATING TO ALL MATTERS RELEVANT TO STARTING UP IN BUSINESS AND SUCCESSFUL ENTREPRENEURSHIP

The *deGUT* is the largest trade fair for start-ups and entrepreneurship in Germany. It provides information, advice and inspiration on starting off in the world of self-employment and running an own business: The **Exhibitor Area, Adviser Forum** and the free **seminar and workshop programme** offer start-up entrepreneurs and young companies information on start-up and management-related topics such as financing and funding, law and taxes, sales and marketing. The *deGUT* also offers a wealth of knowledge on insurance, commercial real estate and franchising. And the fair is the ideal place for networking with sponsors, mentors and like-minded people!

EXHIBITORS (BY SECTOR)

- Authorities, chambers, institutions and associations
- Business equipment, software and telecommunications
- Financing and subsidisation
- Franchising and business concepts
- Insurances and health insurances
- Legal/tax advice
- Marketing, PR and advertising
- Publishing industry and the media
- Start-up/management consultants and coaching
- Technology centres and commercial real estate
- Training/qualification and universities



Practical and comprehensive – the **seminars and workshops** at the *deGUT* give input on the main issues in starting and running a business. The presentations provide information on topics such as market analysis, the development of viable business models or building a successful company – also in the context of succession or as a franchisee. Methods will be discussed, such as the Business Model Canvas or Golden Circle that structure and visualise projects. Founding a company has many facets, including marketing on the Internet, digital transformation and networking. Workshops provide an opportunity to try out and expand start-up ideas by means of Design Thinking. Both days of the fair will also feature the key aspects of press work and website design. By the way: Entrepreneurship and family are not mutually exclusive. Reconciling self-employment and family is also discussed at the *deGUT*. Several seminars will be conducted in English.

Raúl Krauthausen

will give the keynote speech at the *deGUT* on 14 October. As inclusive activist, book author, design thinker, moderator on KRAUTHAUSEN.tv and founder of the SOZIALHELDEN (Social Heroes), he stands for innovative ideas and equal opportunities for all.



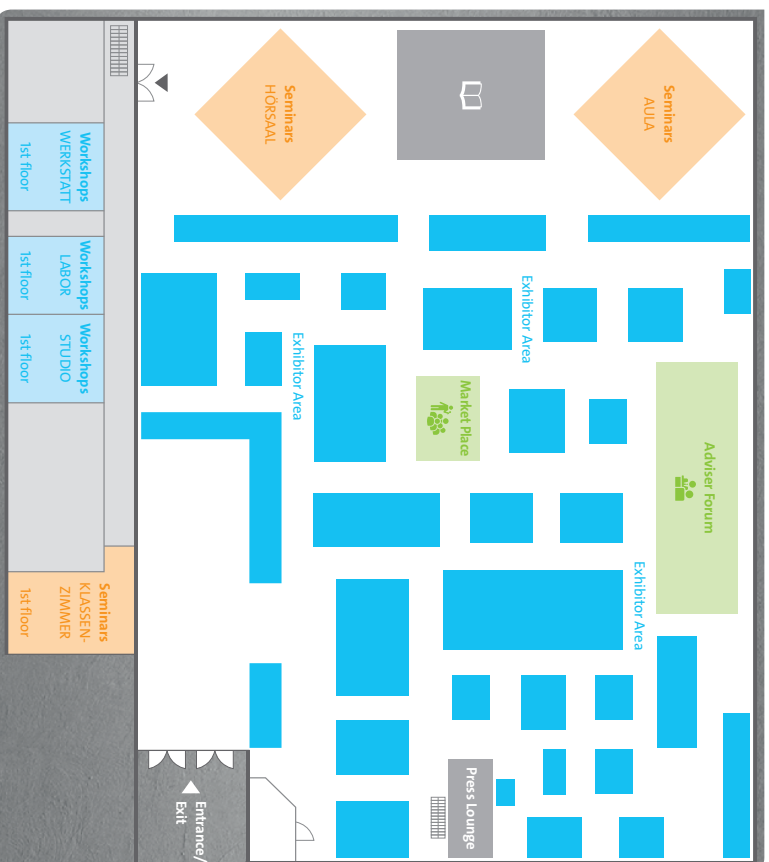
On Friday, 13 October at 5 pm, the Berlin-Brandenburg Business Plan Competition (BPW) 2018 starts with its central kick-off event, providing information on the services and functions of the BPW and giving ample opportunity to mingle with like-minded people and successful founders. Offering free support in the form of seminars, advice and networking events, the BPW helps people starting a business on their way from idea to successful business concept.

For further information and to book discounted online tickets: www.degut.de



In the **Market** Place companies can introduce themselves and the **deGUT Ambassadors** and winners of the **KfW Awards GründerChampions 2017** talk about their experiences. It's really easy to network here!

In the **Adviser Forum**, future and experienced entrepreneurs can obtain free advice without having to register in advance.



Note: Access to the seminar area on the 1st floor is not barrier-free. Please approach the hall staff if you require help.

Example diagram

Highlights

SpeedDating with Business Angels: on 14 October at 11 am (apply at www.degut.de). GESCHLEITER[] – Learning from failures: on 14 October at 4 pm.

The **exhibitors** offer competent and comprehensive advice on starting and running a company.

A list of exhibitors can be found at www.degut.de/austeller-berater.





deGUT

Deutsche Gründer- und Unternehmertage

deGUT-Shuttles in Brandenburg

A bus shuttle service will be provided in Brandenburg in co-operation with the Chamber of Commerce and Industry for Potsdam and the Bürgerschaftsbank Brandenburg. Free buses shuttle the entrepreneurs to the trade fair and back in the evening, including entry to the deGUT. Further information at www.degut.de

KfW Award GründerChampions 2017

The KfW Award GründerChampions 2017 is given to young companies from all over Germany as part of the deGUT. www.kfw.de/award

deGUT Organisers

The deGUT is organised by the Investitionsbank Berlin (IBB) and the Investitionsbank des Landes Brandenburg (ILB). The fair is supported by the Senate Department for Economics, Energy and Public Enterprises of the State of Berlin and the Ministry for Economic Affairs and Energy of the State of Brandenburg from funds of the States and the European Social Fund. It is held under the aegis of the Federal Minister for Economic Affairs and Energy, Brigitte Zypries.

<p>Organiser:</p> <p>Investitionsbank des Landes Brandenburg</p> <p>ILB</p> <p>Premium partners:</p> <p>Bundesministerium für Wirtschaft und Energie</p> <p>KfW</p> <p>wall</p> <p>BPW</p>	<p>Sponsors:</p> <p>LAND BRANDENBURG</p> <p>berlin</p> <p>EUROPÄISCHE UNION Europäischer Sozialfonds</p>
<p>Partners:</p> <p>INFORADIO</p> <p>Märkische Allgemeine</p> <p>TAGESSPIEGEL</p> <p>impulse</p> <p>startingup</p>	<p>Trade fair partner:</p> <p>pcma</p> <p>ds deutsche startups</p> <p>GRÜNDERSZENEN</p>

For cities. For people.