

Empowered by Entrepreneurship

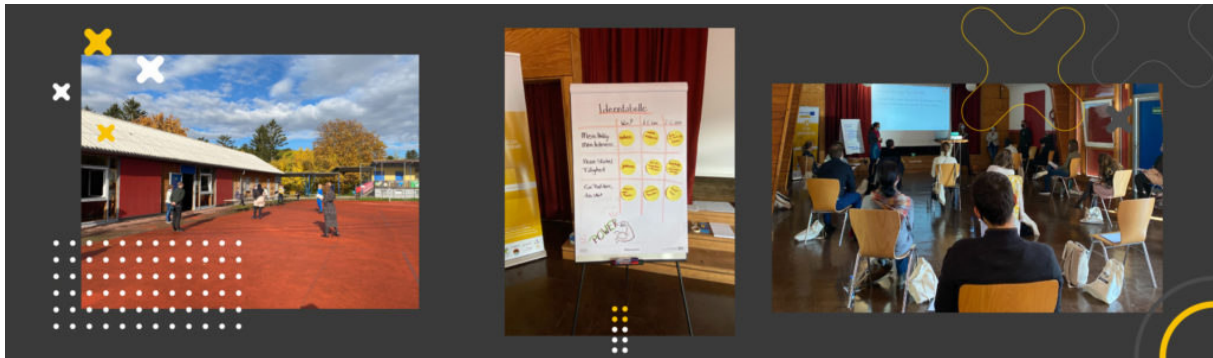
The training program "Empowered by Entrepreneurship" started its first round with a kick-off on October 24th 2020. At this event, the 20 participants were able to get in touch with each other (of course with sufficient distance and in compliance with all covid regulations), to exchange ideas and get off to a positive start in the training program. Since this kick-off, weekly workshops on topics such as customer discovery, content marketing, financial planning, legal basics, etc. have taken place. During the workshops and the entire duration of the program, the participants learned how to develop a business model from scratch and how to bring it to market. In addition to these workshops, the participants had the opportunity to take part in a monthly "Think Tank Thursday", where agencies, initiatives and companies from the creative industries and social entrepreneurship presented themselves and told their story.



Learn, network, start up!

By now, a large number of participants are far beyond the point of idea generation and business modeling and are intensively engaged in their real start-up. For example, Pamela and André, who became aware of the training program in the course of a meetup event: "We became aware of the program through a meetup and felt directly addressed. Now we get new input every week on a wide variety of topics that are relevant to our start-up. And the best part - we are not alone, as we go through the program with 20 other founders, with whom we of course exchange ideas every week during the sessions. And even digitally it worked great to support and also challenge each other. In the meantime, we have set the course to get off to a flying start. Target group defined, business model tested, company registered, name defined and website under construction. - Digital Workshop Design by André and Pamela has started!"

Jürgen is also a participant in the training program. After more than 30 years in a permanent position as a journalist, he decided to participate in the training program and explore new avenues. "If everything goes as planned, the EbE program will accompany me from my permanent position through the phase of unemployment with intensive further training and education into self-employment. For me, the special thing about the EbE training program is the diversity within the group of participants, with people of very different ages, in very different phases of life and work, with very different start-up approaches." He thinks the focus on social and creative entrepreneurship is outstanding, as well as the combination of tools and networking. "I've already gotten a lot of info and tools helpful for my self-employment in the training so far. The program is also perfect to expand your own network and perhaps even to realign it, to get in touch with start-ups and other founders and to exchange ideas. And maybe this will even result in one or two business contacts."



Training program is met with approval

The training program is primarily aimed at people who want to reorientate themselves professionally, are in a phase of transition or are new citizens in the Stuttgart Region. The target group was very interested and more than 50 applications were received. Due to a limited number of places, 20 participants* were selected to take part in the program. This response can be attributed to the promise of the training program: In addition to learning new skills related to entrepreneurship, participants will also develop personal strengths and skills through individual counseling and gain better access to the labor market or reintegrate into it through networking.

The application period for the second round of the training program begins on February 7 and ends on March 22. During this period, applications can be submitted via an online form. All information as well as video testimonials from participants in the first round can be found here: <http://insitu.startupcenter-stuttgart.de/>

IN SITU, Interreg, Empowered by Entrepreneurship

The training program "Empowered by Entrepreneurship" is part of the EU project IN SITU (Intergenerational Social Innovation Support Scheme, Interreg Central Europe). This project targets socio-economic and demographic challenges and includes six European partner regions: Stuttgart/Germany, Veneto/Italy, Rijeka/Croatia, Dąbrowa Górnicza/Poland, Maribor/Slovenia and the project management in Vienna/Austria.

The aim is to enable people with a lack of resources and knowledge to access start-ups in the field of social innovation. At the same time, young and older people are brought together so that both generations can exchange experiences and compensate for each other's lack of skills. The main components are training programs and strategies to involve stakeholders from the respective regions. The project duration is three years with a funding amount of 2,418,720 Euros.

In Germany, the training program is organized and hosted by Wirtschaftsförderung Region Stuttgart GmbH and the Generator Startup Center of the Stuttgart Media University. Many years of experience in organizing joint national and international projects flow into the planning of Empowered by Entrepreneurship in order to implement suitable measures for achieving the objectives.

