

XII HSE International Academic
Conference on Economic and
Social Development

Moscow, April 5-7th
Dr. Christian Schwens



Entrepreneurship Cluster Mittelhessen (ECM)

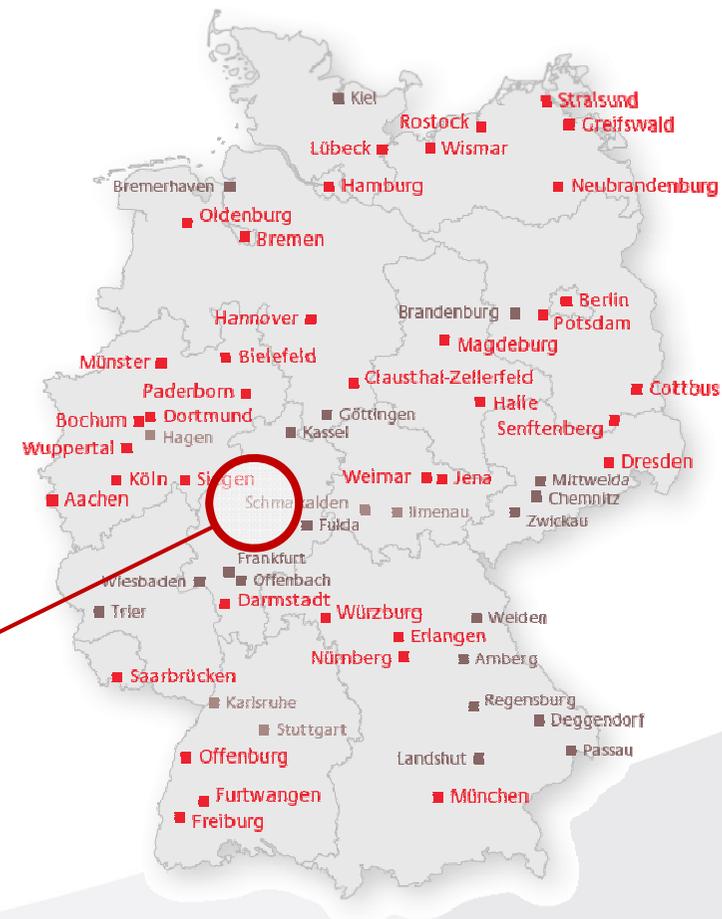
An EXIST III project to promote entrepreneurial thinking and acting at the universities of Giessen, Marburg and Friedberg

The ECM is supported by



“Leveraging the potential in a knowledge-intensive region“

- 50,000 students and 3,000 research assistants
- The second highest student density in Central Hesse (4.4 students per 100 inhabitants)
- The university of Giessen has the highest student density of all German university cities
- In order to make full use of the potential, there is a need for an extensive promotion of foundations
- Central Hesse is a “white spot“ on the foundation map of EXIST I, II, III



„We harvest what we sow“

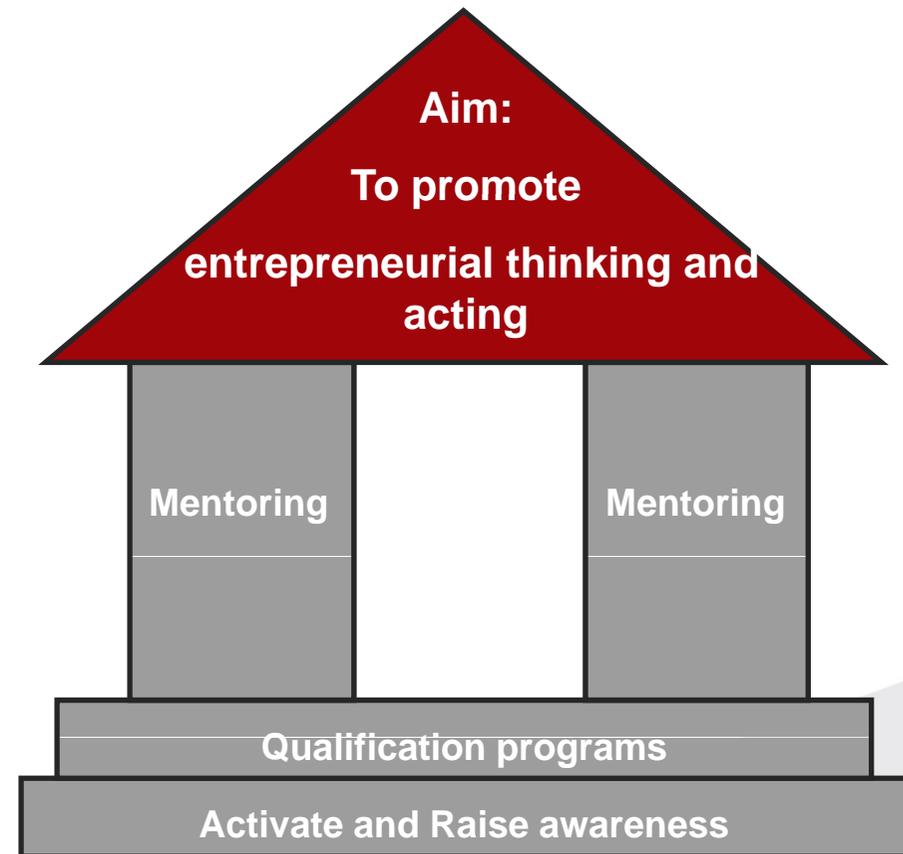
- We provide a fertile breeding ground for innovative business concepts
- Business ideas are like a young plant
- We help caring for it and finally bringing in the harvest
- We help making sure that young companies remain healthy in their growth and that growth is robust and stable to make it a prospering plant



To achieve the aims of our project we apply a holistic approach drawing on three major pillars

Increasing the quantity and the quality of business start-ups by means of

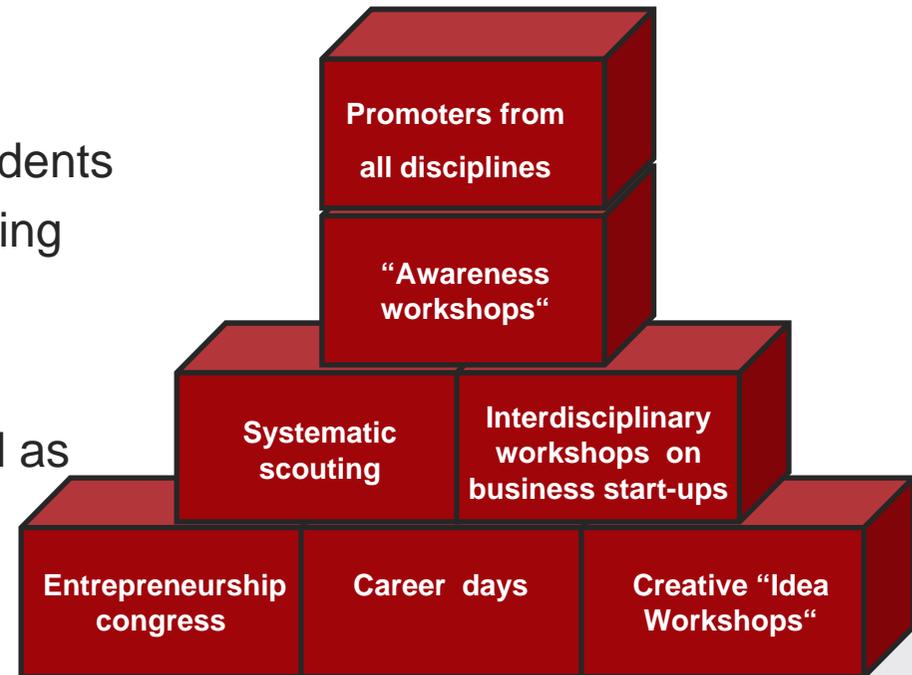
- systematically leveraging the start-up potential
- activating, qualifying and mentoring business start-ups
- creating a network of relevant actors



It is important to activate the potential across all disciplinary areas

Our aim: creating an entrepreneurial spirit at the three universities and activating the start-up potential by means of

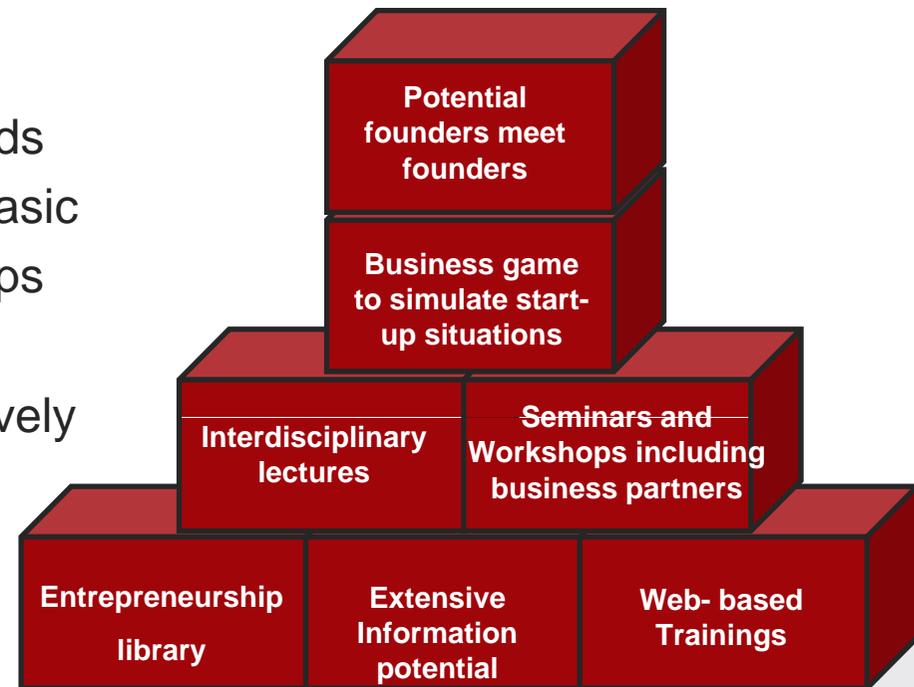
- “Awareness Workshops” among students and university employees emphasizing that starting a business is an option
- systematic scouting to identify graduates and PhD students as well as post-docs with innovative business concepts
- a comprehensive network of active promoters at the three universities allowing informal and direct access to the relevant target group



Entrepreneurial thinking and acting can be taught!

Our aim: qualification of potential business founders and specify their business concepts by means of

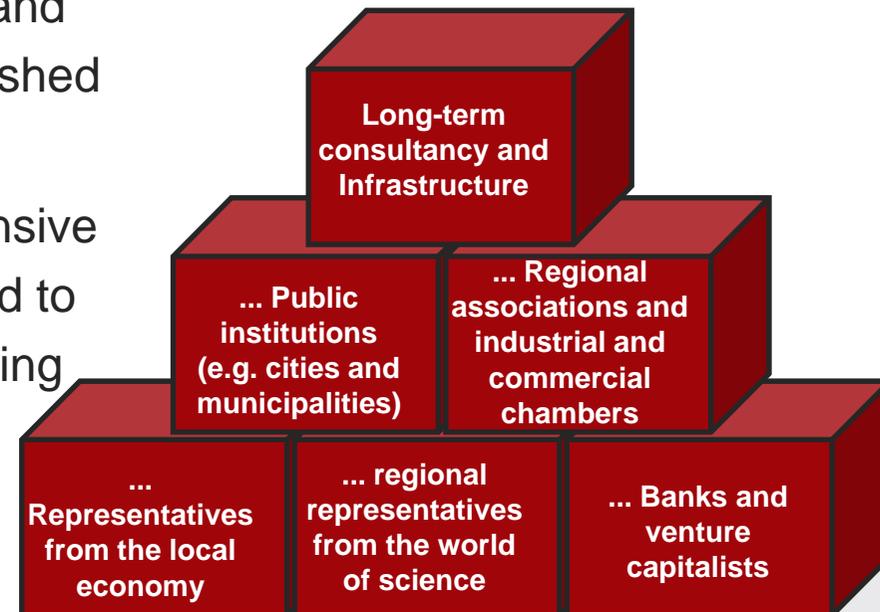
- An extensive variety of training programs which are geared towards founders' needs in order to gain basic knowledge about business start-ups as well as to shape their business concept or business plan respectively



Embedding the founders into a comprehensive and professional network to achieve sustainability

Our aim: individual mentoring that goes beyond the implementation of the business concept by means of

- providing long-term consultancy and infrastructure to the newly established firm
- providing access to a comprehensive network that is specifically catered to the challenges and problems arising during the early-stage founding process



Partners, supporters and promoters of ECM



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**Thank you
for
your attention!**

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