



Kompass
Zentrum für
Existenzgründungen



European Union
European Regional Development Fund

entre:di

entrepreneuri
diversity



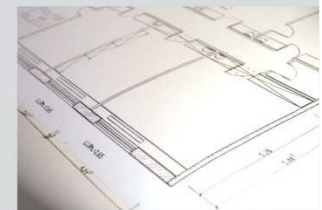
INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

**„A local initiative to promote young businesses and
business startups in Frankfurt, Germany“**

Ellen Bommersheim

Managing Director

AER Training Academy, June 2010





There is no employment especially for a woman simply because she is a woman and no employment especially for a man just because he is a man. The talents are equally distributed among both sexes.

Platon, Politeia

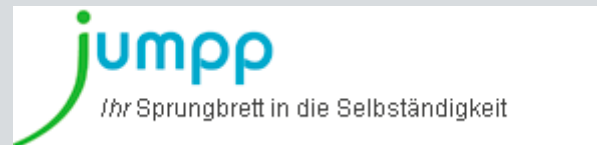


- ▶ **Centres for founders & incubators (Kompass)**
Initiation and support of business foundations, consultation, service, renting, limited tenancy
- ▶ **Technology Centres and Technology- & innovation parks**
Location community of innovative, technology orientated enterprises, common infrastructure, business services, technology transfer, co-operation with research institutes and universities or Location for technology enterprises and innovative service companies, unlimited tenancy
- ▶ **Trade Centres**
Production-, craft and service enterprises, unlimited tenancy, no consulting and service
- ▶ **Centres for Female Entrepreneurs (Frauenbetriebe)**
Offering consultation and/or premises



- ▶ **Centres for Female Entrepreneurs (Frauenbetriebe)**
Offering consultation, coaching, training and/or renting premises

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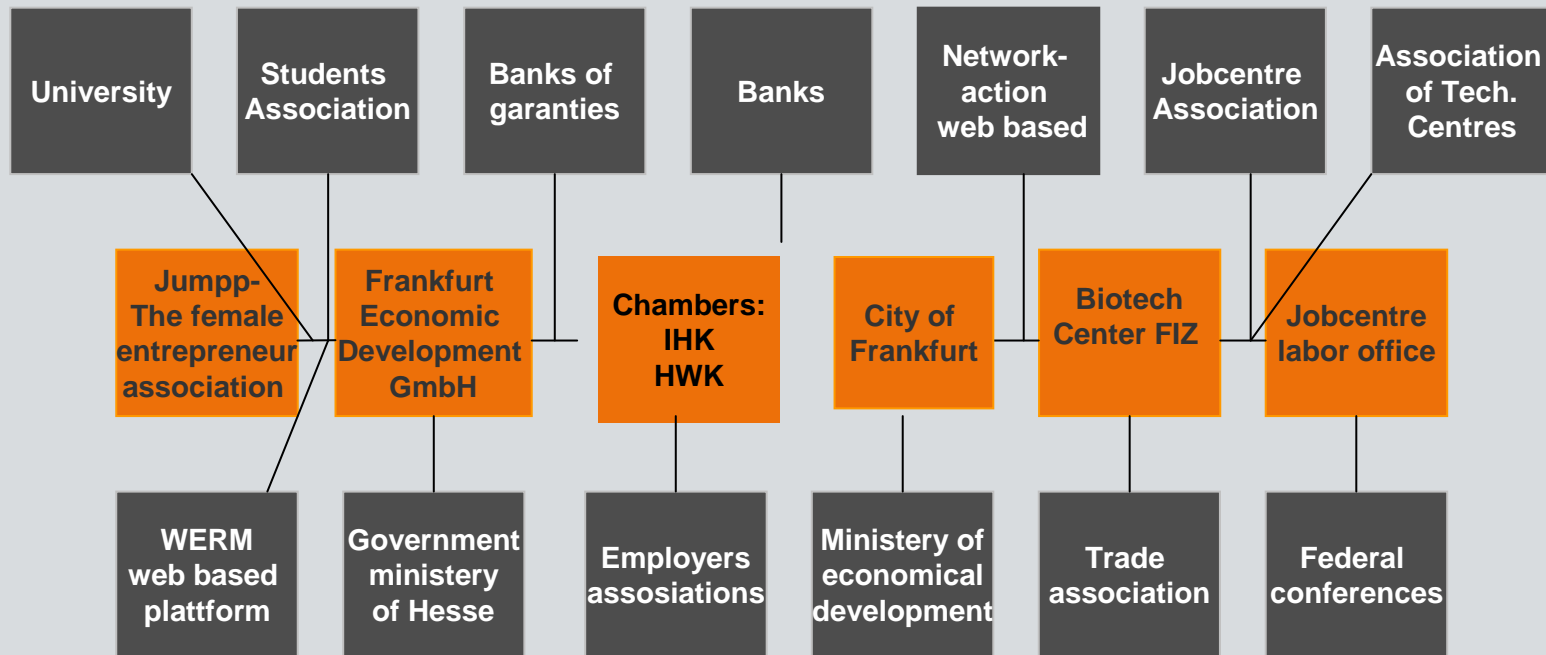


the former “Frauenbetriebe” is the oldest initiative in Germany promoting Women entrepreneurship!!!

Mission statement and service provided by the association

For female business founders and female **entrepreneurs**
 the association is the most important **partner** on the way to self-employment
 which will **advise** you in a purposeful, professional and effective manner
 because the association uses commitment, competence and sensitivity in its
 endeavours to maximise the **potential** of female entrepreneurship and
 to create **perspectives**.







There was no coordination base
for enterprising activities
in Frankfurt/Rhine Main –
Focussing on gender aspects

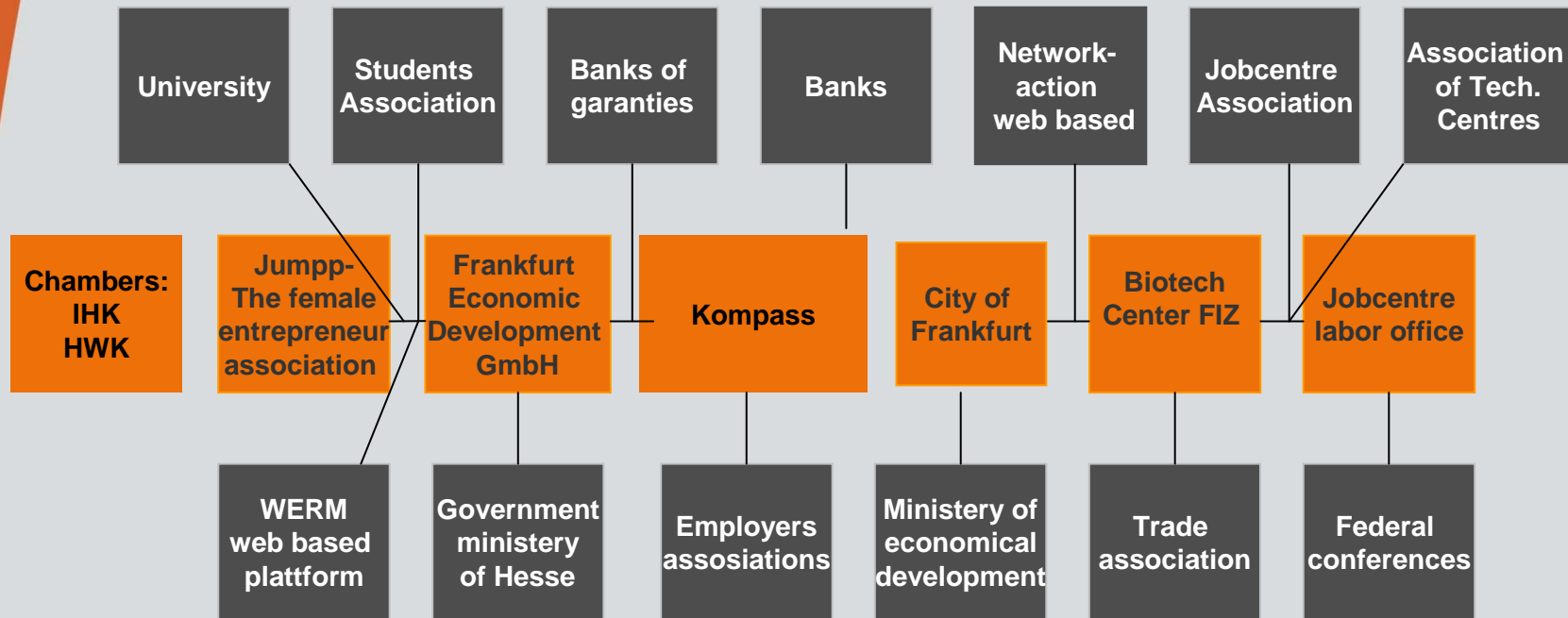


KOMPASS – the coordination base
for enterprising activities
in Frankfurt/Rhine Main -



The Kompass vision: a combined network

- ▶ To combine our partners and sponsors, to create a place where our clients had access to workshops and training, had access to advice on marketing, financing and management consultation and last but not least had easy access to our partners through us.
- ▶ Kompass is the result of these efforts. A compass for orientation and direction.
- ▶ That was nearly ten years ago. Now, Kompass is a pillar of the Rhine-Main network providing entrepreneurship services to public communities and individuals alike, aiming every day to release the true innovative potential of entrepreneurs – men and women!





- ▶ The Rhine-Main area represents a well developed and award-winning network, that operates much **like a public transit system**. There are various bus and tramway stops where one can set forth or switch over to another line and a schedule, **the business start-up roadmap**.
- ▶ Based on a **socioeconomic consultation and qualification approach**. Along with financial and market economics aspects, this approach considers not only personal aspects such as motivation, social background, specifics of the business sector and mentalities, but also expertise and entrepreneurial core skills.



Training and counselling Benefits:

- ◆ Training, counselling and networking offers (*NetworkAction*)
- ◆ Individual coaching and management consultation
- ◆ Tailored to serve the unique competencies, life experiences, needs and situational perceptions of its target groups.



Building Benefits:

- ◆ Attractive, representative building: 4000qm
- ◆ 2000qm office space to let to business enterprises & business startups
- ◆ Modern reception area
- ◆ Full administrative and client facilities
- ◆ Large conference facilities





▶ **Gründerhaus Kreativwirtschaft (from January 2010)**

New business startup center especially for small, new creative industry companies.
Provides office space, shared working stations and client facilities

▶ **Frankfurter Gründerpreis**

Award donated since 2001 by the City of Frankfurt for outstanding and potentially successful young businesses which were started in the previous year. Prize money ranges from 7,500 to 30,000 Euros and the prizes are awarded in a special ceremony in the Town Hall, given by the Frankfurt Deputy Mayor for Economy

▶ **Biotechnology Innovation Center FIZ**

The Frankfurt Biotechnology Innovation Center is the central element of the Frankfurt business and technology location. FIZ offers an optimal infrastructure and individually tailored office and laboratory space for the economic support of the products and services of both new and established businesses in the area of life sciences.



▶ **Frankfurter Mikrofinanzfonds**

Micro Finance Fund for supporting small young companies and business startups. 1.7 mio. Euros for the years 2009-2011 will be deposited in a fund and used for giving loans to young companies and business startups – in cooperation with banks in Frankfurt. Credit range: 2.500 – 50.000 Euros for startups & young companies up to three years old.

▶ **Brochure „Starting up and financing young companies in Frankfurt a.M.“**

Information brochure for business startups. Explains the different stages of starting a business, provides the addresses of 11 network organizations who give advice on setting up and- or financing a startup company.



- ▶ Since 2000, Kompass' activities have contributed to a 15% growth in regional entrepreneurship (vs. 8% nationally), placing Frankfurt in the top tier of entrepreneurial cities in Germany.
- ▶ Kompass has provided entrepreneurship services to over 18,000 clients to date.
- ▶ Over 4000 Kompass founders and also focus on an individually tailored socio-economic approach that have positively impacted the survival rate of startups. Today **42 % are female founders vs. in 2000 only 20% of all founders were female!**
- ▶ 80% of the Kompass-incubated startups are active and growing 5 years after founding. (vs. 30-50% of startups which survive beyond 3 years nationally across Germany)



Kompass provides transnational services:

Concept development and implementation of training and educational measures in the non profit and commercial sectors.

Promoting entrepreneurship as well as founding business incubators focussing on gender aspects and intercultural diversity aspects.