



Eine Initiative von



Deutscher Gründerpreis – Facts and Figures

The idea	The Deutscher Gründerpreis is the most important award for outstanding entrepreneurs in Germany. The aim of the initiative is to create a positive climate for start-ups in Germany and to give people the courage to be independent.
The partners	The Deutscher Gründerpreis is awarded by “stern” magazine, the savings banks (Sparkassen), German public TV channel ZDF and Porsche. The partners have been promoting entrepreneurship and an entrepreneurial culture since 1997. Porsche has been supporting the Deutscher Gründerpreis since 2007.
The categories	Schools StartUp (companies that are a maximum of 3 years old) Climbers (companies that are a maximum of 7 years old) Life’s Work and Special Prize (for outstanding entrepreneurial achievements).
The successes	Schools category: To date, more than 51,000 pupils have participated StartUp category: Almost 10,000 start-up teams have been supported since 1997
The cooperation partner	Federal Ministry of Economics and Technology
The patrons	Bertelsmann AG, Hartmut Ostrowski Gruner + Jahr AG & Co KG, Dr. Bernd Buchholz Süddeutsche Zeitung, Stefan Rohr Insurance companies of the savings banks, Gerhard Müller

Der Deutsche Gründerpreis
wird unterstützt durch



Bundesministerium
für Wirtschaft
und Technologie

The Deutscher Gründerpreis

The Deutscher Gründerpreis is the most important award for outstanding entrepreneurs in Germany. It is awarded for exemplary achievements in the development of innovative and viable business ideas and in setting up new businesses. The aim of the Deutscher Gründerpreis is to create a positive climate for start-ups in Germany and to give people the courage to be independent.

The Deutscher Gründerpreis is awarded each year in the Schools, StartUp, Climber and Life's Work categories. It recognises entrepreneurial role models whose companies are at various stages – from the school simulation game to a life's work. Outstanding entrepreneurial achievements can be honoured with a Special Prize.

The Deutscher Gründerpreis is awarded by four partners: "stern" magazine, the savings banks (Sparkassen), German public TV channel ZDF and Porsche. The partners have been promoting entrepreneurship and an entrepreneurial culture since 1997. Porsche has been supporting the Deutscher Gründerpreis since 2007. The initiative is supported by the Federal Ministry of Economics and Technology and other eminent patrons.

The categories

The Schools category prize is awarded to young people who have developed the most impressive business idea for a fictitious company as part of an Internet-based start-up simulation game.

First prize in the StartUp category of the Deutscher Gründerpreis is awarded to company founders whose companies are less than three years old. The prize is awarded to start-ups that have achieved above-average success in the market.



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First prize in the Climber category is awarded to company founders whose company has achieved extraordinary growth and also shows market leadership potential. These companies must be less than seven years old.

The Life's Work category honours entrepreneurs who have set up and achieved sustained success with at least one company in Germany that has a clearly exemplary corporate culture. In addition to their entrepreneurial achievements, the prize winner must also have proven their commitment to social responsibility.

The Special Prize can be awarded to entrepreneurs who have overcome particular entrepreneurial challenges in an extraordinary way.

The award

The eleventh Deutscher Gründerpreis will be awarded on 26 June 2012 in Berlin. Winners receive their awards at a ceremony attended by high-profile political and business figures. Both "stern" magazine and German public TV channel ZDF carry reports on the finalists and prize winners.

The ten best school teams receive monetary prizes worth a total of EUR 6,000 and an invitation to attend Future Camp – a personality coaching training course developed specially for young people, featuring exciting workshops and outdoor activities.

The finalists and prize winners in the StartUp and Climber categories receive individual, specially tailored coaching from Porsche Consulting GmbH, media training and access to the alumni network of the Deutscher Gründerpreis. In addition, the Deutscher Gründerpreis's Board of Trustees undertakes to mentor these companies. Mentors provide their expertise, essential for business success, over a two-year period and support the companies as required in all operational areas such as finance, administration, marketing, sales, legal and HR.

The selection process

The Deutscher Gründerpreis for Schools is awarded to the best team that takes part in the start-up simulation game. The competition is open to young people aged sixteen and up. The Internet is the platform for this simulation game, the largest of its kind in Germany.

A network of experts proposes a number of companies for the StartUp, Climbers and Life's Work categories, and for the Special Prize. The companies under consideration are researched and checked for suitability. The three best companies in the StartUp and Climber categories are nominated for the Deutscher Gründerpreis. A top-class jury then chooses the prize winners.



The Deutscher Gründerpreis and its network

The Deutscher Gründerpreis is awarded by four partners: stern, the savings banks (Sparkassen), ZDF and Porsche. This award, the most important of its kind for outstanding entrepreneurs in Germany, recognises entrepreneurial role models whose companies are at various stages – from a simulation game to a life's work. The aim of the Deutscher Gründerpreis is to create a positive climate for start-ups in Germany and to give people the courage to be independent.

The partners have been committed to promoting entrepreneurship and an entrepreneurial culture since 1997. Each of the partners brings their own specific expertise to the initiative. stern, a German magazine with one of the highest circulations in the country, carries reports on the nominees and the prize winners and generates the required publicity, journalistic backgrounds and contexts. The savings banks, which finance one in two start-ups in Germany, provide their extensive expertise in start-up financing. ZDF provides media coverage of exemplary entrepreneurial achievements and ensures that the initiative has a presence in the public sphere. By virtue of their many years of experience in process optimisation, both Dr. Ing. h.c. Porsche AG and Porsche Consulting GmbH ensure that outstanding entrepreneurial ideas do not fail when implemented in day-to-day business.

The members of the Board of Trustees of the Deutscher Gründerpreis are: Willy Bogner, Prof. Dr. Ludwig Georg Braun, Dieter Burmester, Heinrich-Otto Deichmann, Count Anton Wolfgang von Faber-Castell, Günther Fielmann, Prof. Klaus Fischer, Wolfgang Grupp, Dr. Jürgen Heraeus, Prof. Dr. Claus Hipp, Dr. Maximilian Hugendubel, Prof. Dr. Berthold Leibinger, Michael Lindner, Toni Meggle, Friedrich von Metzler, Dr. Michael Otto, Alfred Theodor Ritter, Annette Roeckl, Rosely Schweizer, Dr. Folkart Schweizer, Gerd Strehle, Dr. Martin Viessmann and Prof. Dr. Reinhold Würth. The Chairman of the Board of Trustees is Dr. Florian Langenscheidt.

The members of the Board of Trustees undertake to mentor the nominees and prize winners of the Deutscher Gründerpreis.



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The Federal Ministry of Economics and Technology is also a cooperation partner of the Deutscher Gründerpreis.

Patrons of the Deutscher Gründerpreis include Bertelsmann AG, Gruner + Jahr AG & Co. KG, the Süddeutsche Zeitung and the insurance companies of the savings banks. They support the principles of the Deutscher Gründerpreis.

Approximately 300 experts support the Deutscher Gründerpreis. These include business and political figures, representatives of chambers of commerce and chambers of trades and crafts, universities, technology transfer centres, venture capitalists and representatives of the Sparkassen-Finanzgruppe. The experts propose suitable companies for the various categories.

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