



Eine Initiative von



The idea	The German Entrepreneur Award is the country's most prestigious acknowledgement of entrepreneurial excellence and achievement. It aims to foster a positive entrepreneurial environment in Germany and encourage people to go into business.
The initiators	The German Entrepreneur Award is bestowed by Stern magazine, Sparkassen, ZDF and Porsche. The partners have been actively fostering a culture of entrepreneurship since 1997.
The categories	Student StartUp (businesses 1 to 3 years old) Rising Star (businesses 4 to 9 years old) Lifetime Achievement and Special Award (for exceptional entrepreneurial success)
The success	Student category: To date more than 80,000 students have taken part StartUp category: Almost 10,000 startup teams have been groomed since 1997
Cooperation partner	Federal Ministry for Economic Affairs and Energy
The sponsors	Bertelsmann SE, Dr. Thomas Rabe Süddeutsche Zeitung, Stefan Hilscher Versicherungen der Sparkassen, Gerhard Müller Gruner + Jahr GmbH, Julia Jäkel

The German Entrepreneur Award – Facts and figures

The German Entrepreneur Award

The German Entrepreneur Award is the country's most prestigious acknowledgement of entrepreneurial excellence and achievement. It is awarded for exemplary achievement in starting up new companies as well as developing innovative and viable business ideas. It aims to foster a positive entrepreneurial environment in Germany and encourage people to go into business.

The German Entrepreneur Award is conferred annually in four categories: Student, StartUp, Rising Star and Lifetime Achievement. Exemplary entrepreneurial performance is recognised across the board – from student projects to established businesses. There is also a Special Award for exceptional accomplishment.

The German Entrepreneur Award is bestowed by the Stern magazine, Sparkassen, ZDF and Porsche. Three of the partners have been involved in fostering and cultivating an entrepreneurial and startup culture since 1997; Porsche came on board in 2007. The German Entrepreneur Award is supported by the Federal Ministry for the Economy and Energy as well as other reputable sponsors.

The categories

The Student category recognises young people who have taken part in an internet-based contest to transform their ideas into a hypothetical business concept.

The StartUp award acknowledges entrepreneurs whose businesses have been running from one to three years and have achieved exceptional market success.

The Rising Star Award is given to those entrepreneurs whose companies have achieved phenomenal market growth and have the potential to become market leader. The companies must be between four and no more than nine years old.

The Lifetime Achievement category honours entrepreneurs who have created at least one successful and sustainable business in Germany with an exemplary corporate culture. Award winners operate above and beyond to promote social responsibility.

The Special Award is presented to entrepreneurs who have successfully overcome business challenges in unorthodox ways.

The Award Ceremony

The German Entrepreneur Award ceremony 2020 will be held in Berlin on 08th September 2020. Winners will be presented with their awards at a gala event attended by leading figures from business and politic. The finalists and winners from each category will be shown in a programme on ZDF (television) and articles in Stern magazine and online on stern.de.

The ten best teams in the Student category will be honoured in a national award ceremony on 25 June 2020 in Hamburg. The winning team will also join the other award winners on the stage at the gala event in Berlin. At a four-day Future Camp in September winners one to five will be able to take part in application and personality training sessions. Those in sixth to tenth place can look forward to attractive internships at companies which have already been acknowledged with a German Entrepreneur Award .

Award winners and finalists in the StartUp and Rising Star categories will receive a consulting package tailored to their own individual needs at Porsche Consulting GmbH, media training, and access to the German Entrepreneur Award's alumni network. The entrepreneur networking members will also offer their expertise in a two year mentoring programme

The selection process

The German Entrepreneur Award for Students is given to the best teams in Germany's biggest online business simulation contest and is open to young people aged 16 or over.

A network of experts who conduct a nationwide search for companies, which might fit the bill, puts potential candidates in the StartUp, Rising Star, Lifetime Achievement and Special Award categories forward. The three best businesses in the StartUp and Rising Star categories are then nominated for a German Entrepreneur Award. A distinguished panel of judges chooses the winner.

The German Entrepreneur Award and the network behind it

The German Entrepreneur Award is presented in cooperation with partners from the magazine "Stern", Sparkassen (savings banks), ZDF (German national public television broadcaster) and Porsche. Germany's national award for outstanding entrepreneurship showcases exemplary businesses at different stages of the business life cycle – from the seed stage to lifetime achievement. It aims to promote a positive and encouraging entrepreneurial environment in Germany.

The partners have been actively fostering a culture of entrepreneurship since 1997. Each partner brings its own specific expertise to the initiative. Stern, one of Germany's most widely circulated magazines, reports on the finalists and award winners and creates the necessary publicity and journalistic backdrop and contexts. The Sparkassen banks are behind every second startup in Germany and lend their considerable expertise on financial and financing conditions. ZDF ensures public awareness of the initiative and that outstanding entrepreneurial achievements are present in the broadcast media. Expertise gained from years of experience in process optimization means Dr. Ing. h. c. Porsche AG and Porsche Consulting GmbH can make sure great business ideas don't fail in the implementation phase.

The members of the advisory committee of the German Entrepreneur Award are: Dr. Stella A. Ahlers Willy Bogner, Prof. Dr. Ludwig Georg Braun, Heinrich-Otto Deichmann, Günther Fielmann, Wolfgang Grupp, Dr. Martin Herrenknecht, Prof. Dr. Claus Hipp, Dr. Maximilian Hugendubel,, Michael Lindner, Dr. Roland Mack, Friedrich von Metzler, Dr. Jörg Mittelsten Scheid, Prof. Hans Georg Näder, Dr. Michael Otto, Alfred Theodor Ritter, Annette Roeckl, Dr. Folkart Schweizer, Rosely Schweizer, Prof. Dr. Jörg Sennheiser, Gerd Strehle, Dr. Martin Viessmann and Prof. Götz W. Werner.

Honorary members are: Prof. Klaus Fischer, Dr. Jürgen Heraeus and Prof. Dr. Reinhold Würth. The speaker of the advisory committee is: Dr. Florian Langenscheidt.

The Federal Ministry for Economic Affairs and Energy is a cooperation partner of the German Entrepreneur Award.

The German Entrepreneur Award sponsors are Bertelsmann SE , Gruner + Jahr (publishing house), Süddeutsche Zeitung (leading newspaper) and the Versicherungen der Sparkassen (bank insurance carriers). They support the idea of the German Entrepreneur Award.

The German Entrepreneur Award's 300 leading experts include eminent personalities from industry, private equity firms, universities, technology parks, ministries, chamber

and startup initiatives as well as the Savings Banks Finance Group. The experts put forward suitable candidates for the German Entrepreneur Award.

Contact:

Deutscher Sparkassen- und Giroverband e.V.

Deutscher Gründerpreis

Jessica Rempp

Charlottenstraße 47

10117 Berlin

Germany

tel +49 30 2 02 25-51 32

fax +49 30 2 02 25-51 31

email Jessica.Rempp@dsgv.de

www.deutscher-gruenderpreis.de

www.facebook.com/DGP.DeutscherGruenderpreis