



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 encourages individuals to start their own business.
The initiators	stern magazine, Sparkassen, ZDF and Porsche award the German Entrepreneur Award. The partners have been actively fostering a culture of entrepreneurship since 1997; Porsche joined as partner in 2007.
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 93,000 students have participated StartUp category: Almost 10,000 start-up teams have emerged since 1997
Cooperation partner	Federal Ministry for Economic Affairs and Climate Action
The sponsors	Bertelsmann SE, Dr. Thomas Rabe Süddeutsche Zeitung, Dr. Christian Wegner Versicherungen der Sparkassen, Gerhard Müller Gruner + Jahr Deutschland GmbH, Bernd Hellermann, Carina Laudage and Ingrid Heisserer

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 acknowledges exemplary achievement in emerging start-ups as well as developing innovative and viable business ideas. Its aim is to foster a positive entrepreneurial environment in Germany and encourage people to go into business.

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

The partners stern magazine, Sparkassen, ZDF and Porsche bestow the German Entrepreneur Award. Three of the partners have been involved in fostering and cultivating an entrepreneurial and start-up culture since 1997; Porsche came on board in 2007. The Federal Ministry for Economy and Climate Action as well as other reputable sponsors support the German Entrepreneur Award.

The categories

The Student category recognizes 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 distinguishes 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 honors entrepreneurs who have created at least one successful and sustainable business in Germany with an exemplary corporate culture. Award winners operate on an exceptional level to promote social responsibility.

The Special Award recognizes entrepreneurs who have successfully overcome business challenges in unorthodox ways.

The award ceremony

The German Entrepreneur Award ceremony 2024 will take place in Berlin on **24th September 2024**. Winners receive their awards at a gala event attended by leading figures from business and politics. The finalists and winners from each category appear live and on livestream on ZDF (television) and articles in Stern magazine and on stern.de.

The ten best teams in the Student category will be honored in a national award ceremony in Hamburg on **18th June 2024**. The winning team will also join the other award winners on the stage at the gala event in Berlin the 24th September 2024. At the Gründerpreis Experience in September winners one to five will be able to take part in a four-day hackathon, an event where students meet real start-ups, get the opportunity to exchange experiences and deal with real problems the companies are facing. Those in sixth to tenth place can look forward to be part of the Gründerpreis Innovation Lab, an event in which students gain an impression how to develop ideas into rudimentary prototypes and what the following development steps will be.

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. The German Entrepreneur Award's advisory committee members will also offer their expertise in a two-year mentoring program.

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.

Potential candidates in the StartUp, Rising Star, Lifetime Achievement and Special Award categories are recommended by a network of experts, who conduct a nationwide search for companies that might fit the bill, or can submit their application via the official webpage. 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 highlights 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 support every second start-up in Germany and lend their considerable expertise on financial and financing conditions. ZDF creates public awareness of the initiative and ensures that outstanding entrepreneurial achievements are present in the broadcast media. Dr. Ing. h. c. Porsche AG and Porsche Consulting GmbH offer expertise gained from years of experience in process optimization, so that 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, Hubertus Bessau, Dr. Dr. Saskia Biskup, Dr. Markus Große Böckmann, Willy Bogner, Heinrich-Otto Deichmann, Fridtjof Detzner, Patric Faßbender, Maja Halver, Daniel Hannemann, Matthias Henze, Dr. Ing. E. h. Martin Herrenknecht, Dr. Maximilian Hugendubel, Michael Lindner, Dr.-Ing. h.c. Roland Mack, Prof. Hans Georg Näder, Dr. Michael Otto, Prof. Dr. Götz E. Rehn, Alfred Theodor Ritter, Annette Roeckl, Simon Schandert, Dr. Jörg Mittelsten Scheid, Prof. Dr. Jörg Sennheiser, Marcus Stahl, Dr. Oliver Steinki, Dr. Martin Viessmann, Axel Wittig.

Honorary members are Prof. Dr. Ludwig Georg Braun, Prof. Klaus Fischer, Dr. Jürgen Heraeus, Prof. Dr. Claus Hipp, Friedrich von Metzler, Rosely Schweizer, Dr. Folkart Schweizer, Gerd Strehle and Prof. Dr. Reinhold Würth.

The speaker of the advisory committee is Dr. Florian Langenscheidt.

The advisory committee offers his expertise to the finalists and winners of the German Entrepreneur Award in a sponsorship program.

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

The German Entrepreneur Award sponsors are Bertelsmann SE, Gruner + Jahr Deutschland GmbH (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 start-up initiatives as well as the Savings Banks Finance Group. The experts put forward suitable candidates for the German Entrepreneur Award.

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