

HAN NOV ER



hannoverimpuls

SHORT & SWEET

Business development at its most innovative

BUSINESS DEVELOPMENT

hannoverimpuls

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_ABOUT US



- _ PROMOTING GROWTH
- _ ATTRACTING BUSINESS
- _ STRENGTHENING THE LOCATION

hannoverimpuls is the joint business promotion enterprise for the City and Region of Hannover. The mission of hannoverimpuls is to promote highly-promising business **start-up** ideas, to contribute to the sustainable **growth** of local industries and to support companies' **internationalisation plans**.

We work primarily in four areas which are key to highly sustainable growth and huge innovation potential: "Energy and Mobility", "Digital Economy and Production Technology", "Life Sciences and Medical Technology" and "Creative Industries and Multimedia".

- _ BUSINESS DEVELOPMENT
AT ITS MOST INNOVATIVE

hannoverimpuls forges close linkages with network partners from business and science to create optimum conditions for innovative developments, companies and industries.

The focus is on promoting start-up companies and relocations, supporting the internationalisation plans of local and international companies as well as strengthening the innovativeness of established businesses.

As a service provider for the regional economy, hannoverimpuls uses coordinated instruments, measures and initiatives to provide **the entire spectrum of modern business development**.



_START-UP





– START-UP

hannoverimpuls provides all-round support to people going into independent business or founding their own start-up enterprise.

Start-up and Entrepreneurship

The Start-up and Entrepreneurship team is the **first port of call** in the Hannover Region for **people with business ideas**.

- Personal consulting services provided by hannoverimpuls' entrepreneurship experts
- Support in every phase of the formation process and with every aspect of a start-up: events, seminars and workshops
- Exhaustive information on financing your business: grant funds, crowdfunding, bank loans, etc.

www.hannoverimpuls-gruendung.de



**Around
2,000 inquiries
every year and
approximately
400 start-ups**

Start-up consultancy for women

More and more women want to set up in business themselves. hannoverimpuls has developed specific services to meet and support this growing demand: the aim is to advise, qualify and connect potential and established entrepreneurs.

www.gruenderinnenconsult.de

Start-up Intercultural

An individual consultancy concept has also been developed for people with business ideas from other cultures. This service focuses on the special needs and problems of **entrepreneurs with a migration background**. From assistance with official formalities through to the drafting of a business plan, we have experts who can provide support in the relevant languages.

www.hannoverimpuls-gruendung.de

Starting Business

The start-up service provided jointly by hannoverimpuls and Leibniz University Hannover is the point of contact for **students and research assistants** interested in setting up their own business. This service evaluates the feasibility of a business launch, the market potential of a business idea and eligibility for financial support.

www.starting-business.de



GRANTS AND FUNDING

As well as entrepreneurial know-how, practical assistance is often of critical importance for the founders of new businesses. hannoverimpuls consequently provides tailored support in the initial phase as well as funding, prize money, coaching and office and work spaces.

Startup-Impuls

The Startup-Impuls ideas competition promotes the development and implementation of business ideas in the Hannover Region:

- > prizes worth **more than 100,000 euros**
- > personal coaching,
- > expert feedback on business ideas,
- > multiple contacts to financially strong and start-up experienced partners as well as like-minded people



Around 115 attendances every year!

Startup-Impuls is a model of success: An **average of around 115 founding** teams have submitted their business ideas to the competition every year since 2003.

www.startup-impuls.de

Invest-Impuls: Equity capital for startups

hannoverimpuls provides equity capital from the hannover innovation funds and Hannover Beteiligungsfonds to technology-oriented start-ups.

Up to 1.5 million euros beckon to hightech start-ups. The fund is endowed with **28 million euros**.



Up to €1.5 million: Equity capital!

VentureVilla: Up to 100,000 euros venture capital and 100 days consulting service

An experienced team of seed accelerators provides assistance with developing products' commercial viability, building networks and facilitating access to sources of funding. Start-ups in the VentureVilla work in close proximity to coaches and mentors.

www.venturevilla.de

– STARTUP CENTRES: ROOM FOR GOOD IDEAS

hannoverimpuls offers young and newly established companies office, laboratory and production space at several locations in and around the city on attractive terms. Shared infrastructure, variable rental units, diverse services all located in the immediate vicinity of cooperation partners and companies in the same and other industries: optimum start-up and innovation conditions right here in Hannover.

The **TECHNOLOGIE ZENTRUM im Wissenschaftspark** (TECHNOLOGY CENTRE in Hannover's Science- and Technology Park) is an ideal setting for growing businesses and digital and production technology startups.

Creative industries are at home in **HALLE 96** (HALL 96). This is where creative minds implement business models in the music, film, design, architecture, software/games and advertising industries.

One in three companies in Germany are now founded by a woman. The **Unternehmerinnen-Zentrum Hannover** (Business Womens Centre Hannover) offers advice, office space and a strong network for women.

www.arbeitsflaechen.hannoverimpuls.de



TECHNOLOGIE ZENTRUM im Wissenschaftspark



HALLE 96



Unternehmerinnen-Zentrum Hannover

_GROWTH



— GROWTH

Especially in the case of small and medium-sized enterprises: growth depends on ideas, technology and in many cases funding as well. hannoverimpuls provides all-round support from the development of new products, the identification of suitable cooperation partners through to the evaluation of market opportunities and is also the right port of call for enterprises looking for funding and financial support tailored to their requirements.

Activities for small and medium-sized enterprises focus on:

- › networking with partners in **industry and academia**
- › providing support to companies expanding to other countries or entering the German market
- › offering guidance on procuring grant funding (regional, national and EU) and for corporate financing
- › Linkages between stakeholders in specific **industry networks**
- › Initiation of cooperation across **industry-specific events**
- › Raising awareness of new **technological trends** and/or forms of work and organisation



Innovation+

hannoverimpuls's Innovation+ consulting service supports small and medium-sized enterprises in the Hannover region to develop and implement innovations. Up to 4,000 euros in funding is available to support external consulting services relating to technical and specialist innovations.

hannoverimpuls has identified four especially fast-growing areas which offer significant economic potential and are particularly characteristic of Hannover:

- › **Energy and Mobility**
- › **Digital Economy and Production Technology**
- › **Life Sciences and Medical Technology**
- › **Creative Industries and Multimedia**

hannoverimpuls supports interdisciplinary cooperation within and between each of these areas with the aim of accelerating innovations and achieving **synergy effects**.



Digital Economy and Production Technology

Hannover IT Network
 Close linkages between business and science
Mechanical engineering
Machine Learning
Robotics
Virtual Reality
Blockchain
Internet of Things
35,200 employees
 Competence centre Industry 4.0



Energy and Mobility

Intelligent emission reductions
Smart Homes
 Institut für Windenergiesysteme (IWES)
 Institut für Solarenergie-forschung (ISFH)
 30.000 employees in the automotive and mobility sector
 Klimaschutzagentur Region Hannover
 Cogeneration
 Wind und Energy: Trade fairs directly on site
 Autonomous driving
Network management & virtual power stations
 Geozentrum Hannover



Creative Industries and Multimedia

Fashion Design
 UNESCO City of Music
 4,100 companies and self-employed
 2.4 billion euros sales
 kre|H|tiv – Biggest creative network in Germany with 350 members
Music
 IDN.Blvd.
 Freaky Fashion Festival
Games
 Innovation driver
 Initiative „Digitales Hannover“



Life Sciences and Medical Technology

Hannover Medical School
Regenerative medicine
 Transdisciplinary networking
 Nanotechnology
66,000 employees
Infection research
 Transplantation medicine
Spin-Offs
 Implant research
 Optical technologies



_ INTERNATIONALISATION



_ GRANTS AND CONSULTING

hannoverimpuls offers all-round assistance to start-ups through to established companies aiming to extend their business activities to international markets and helps companies from other countries to locate in Hannover. The business development enterprise provides guidance, from initial consultation through to the establishment of a presence in Hannover or the intended destination.

Plug & Work

The Plug & Work competition provides support for promising business ideas and activities relating to international business expansion of German and international companies: Subsidised office space, strategic coaching, facilitating contact with appropriate partners and access to customer networks create the ideal conditions for starting business in Hannover and gaining a foothold in German and European markets. Companies based in Hannover are provided funded office space abroad to enable them to enter markets and set up branches in their target regions. Newly established companies and relocations from Germany also benefit from this package.

www.hannoverimpuls.de/plugandwork

Plug & Work



ProMAP & GeMS

Successful expansion depends on careful and thorough strategic planning.



With ProMAP (Product Market Analysis and Placement) hannoverimpuls works with companies to deliver a **sound strategy for entering the market** on the basis of an expertise and market analysis of strengths, weaknesses and unique selling points. Hannover businesses receive optimum support entering their target country – and the same applies to companies from abroad entering the market in Hannover.

GeMS (German Marketing & Sales Solutions) assist foreign hightech companies with the operative implementation of their marketing and sales activities in the German market by outsourcing to sales professionals.

Our international networks

hannoverimpuls has worked over many years to build and establish relationships with stakeholders in **Russia** and **India**, such as the German-Russian Center for Technology Transfer (DRZT) and the German India Business Center (GIBC). With these links hannoverimpuls can help companies from abroad to pursue their business idea and locate in Hannover or local companies to expand in other countries. In addition, hannoverimpuls also fosters close contacts with economic regions in the **USA, China, Israel and Scandinavia**, again with the aim of locating companies in or from Hannover and expanding markets.



_ TRADE FAIRS

With the world's largest exhibition grounds, Hannover is also home to leading international trade fairs. hannoverimpuls is represented at these fairs where it offers creative concepts in innovative formats designed to involve local business enterprises.

In cooperation with Deutsche Messe AG, hannoverimpuls presents Hannover at several international trade fairs: This intensifies international contacts and strengthens Hannover's profile on the world's economic stage.



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