

Our Services
START-UPS

Economic Development
Agency | Brandenburg

STARTING UP IN BRANDENBURG

Take off with innovative ideas

wfbb.de

SUCCESS STARTS IN BRANDENBURG

FROM YOUR INITIAL IDEA TO START-UP SUCCESS

If you want to start an innovative business in Brandenburg, you've come to the right place!

Brandenburg is a hub for start-ups and entrepreneurship. Here, innovative ideas transform into successful companies that develop forward-looking new technologies, products, and business models.

Whether you are innovating for the energy transition, developing new products and services for the society of tomorrow, or coming up with digital solutions for the healthcare industry of the future, WFBB's targeted support ensures your start-up will succeed. And once you've launched, we'll help you develop your business further.

ON THE RIGHT TRACK WITH WFBB'S SERVICES
Our comprehensive start-up services provide you with advice and support as you launch your own business. From initial idea to business plan to securing the right funding, get off to a flying star with us and our wide range of support services!

THE ECONOMIC DEVELOPMENT AGENCY BRANDENBURG (WFBB)
WFBB is your central point of contact for economic and workforce development in Brandenburg. Our service is free of charge, tailored to you, and confidential.



"If you have an idea for an innovative start-up, we're the partner for you. We can help turn your idea into a thriving business. We offer advice and support from day one. Take advantage of our many years of experience and become part of Brandenburg."

SEBASTIAN SAULE
Managing Director
Economic Development Agency
Brandenburg



AT A GLANCE

OUR SERVICES FOR YOUR SUCCESS



STARTING UP

EXPERTISE TO GET YOUR BUSINESS STARTED

How do you turn your idea into a successful business model? What requirements do you need to meet? Find out with our start-up check!

READY TO HIT THE GROUND RUNNING

Our support will help you build the skills you need to start a business. Together, we will make sure you have the right business plan and get you ready to launch your start-up project.

EXPERT GUIDANCE ON FINANCING AND FUNDING OPPORTUNITIES

Find the right funding and minimize your risks: We provide guidance to help you identify the right financing and funding tools for your start-up.

GROWTH

FIND YOUR PLACE IN THE ECOSYSTEM

Co-working spaces, offices, commercial and industrial premises in prime locations – Brandenburg has plenty of spaces where start-ups and new businesses can grow, and we'll be delighted to help you do just that.

WELL-CONNECTED IN THE COMMUNITY

You're not just a start-up to us – you're part of our start-up family! Brandenburg provides entrepreneurs with individualized support and helps them network with each other.


STARTING UP >>

STARTING UP

USE OUR EXPERTISE TO GET YOUR BUSINESS STARTED

Brandenburg is a hub for start-ups and entrepreneurship. A place where creative people from all sectors and industries find the development opportunities they are looking for. We provide comprehensive guidance and support to ensure your start-up is a success.



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WHAT WE CAN DO FOR YOU:

Try our start-up check!

- We'll work with you to turn your innovative idea into a successful business model.
- If you want to expand your skill set, we will discuss your training needs. Brandenburg has a range of comprehensive, regional and cross-regional guidance and training projects that you can draw on to extend your knowledge and competences.
- If you have a migration background and want to set up a business in Brandenburg, we can provide advice on all the intercultural issues you might encounter and assistance with overcoming bureaucratic hurdles; we can also help you identify funding opportunities.



WHAT WE CAN DO FOR YOU:

Shaping your business model together

- We'll help you draw up the business plan for your new enterprise. We are a partner of the Berlin-Brandenburg Business Plan Competition and the Federal Start-up Platform, which means you get free support with preparing your business plan and access to fascinating seminars and workshops.
- With the right sales and marketing strategy, your business will take off. We'll advise you on strategy development and share our expertise on target markets and sales outlets.
- If you're thinking of expanding into international markets, we can help you weigh up your options. We'll identify the issues you need to consider and put you in touch with suitable partners to ensure you succeed on the international stage.

READY TO HIT THE GROUND RUNNING

Need support with drawing up a business plan for your start-up? Looking for advice on financial planning? Want input on your sales and marketing strategy? We don't just provide the right launching pad – we'll continue to guide you throughout your start-up journey.



STARTING UP

EXPERT GUIDANCE ON FINANCING AND FUNDING OPPORTUNITIES

Do you need support with securing financing and funding for your innovative idea? We'll show you how to access financing and funding tools from the State of Brandenburg.





WHAT WE CAN DO FOR YOU:

Seed capital for innovative ideas

- Right from your initial start-up check, we'll advise you on financing and funding opportunities.
- We also provide support under Brandenburg's *Gründung innovativ* start-up funding program – whether you're launching an innovative start-up or a market-oriented social enterprise.
- We'll work with you on the required documentation and assist you with the application process. We'll conduct the review of your business concept in terms of innovation and scalability for the ILB, the business promotion bank of the state of Brandenburg.
- We'll work directly with the ILB to help you search for private and institutional investors and put you in touch with the right contacts to ensure you secure solid financing.


GROWTH >>

GROWTH

FIND YOUR PLACE IN THE ECOSYSTEM

Does your start-up need space to expand, lab capacity, a co-working space for exchanging ideas, or simply a place where it can grow and flourish? Take advantage of WFBB's local know-how when establishing your start-up!





WHAT WE CAN DO FOR YOU:

The right location is the key to success

- Brandenburg is an outstanding location for start-ups. Our support makes it quick and easy to find the right place for your start-up.
- We know all the places and will be happy to open doors for you. Take advantage of our industry expertise and grow your business in a creative environment.
- We provide comprehensive reports with all the information you need, and the key location assets for your start-up's needs. And we'll arrange appointments for you with owners, realtors, and public providers.



WHAT WE CAN DO FOR YOU:

Contacts, networks, and partners to accelerate your business

- More than nine strong growth clusters in the Berlin-Brandenburg capital region are specifically dedicated to networking business and science in order to strengthen companies' competitiveness and capacity for innovation. And your start-up will benefit from them, too: We'll put you in touch with the right contacts.

- Strong industry networks are one of Brandenburg's biggest assets – and they are here to support you, too. We will link your start-up with these networks and provide you with cross-sector contacts. We are a member of the *Enterprise Europe Network* (EEN), so we can also help you make connections throughout Europe.

- We'll help you recruit highly qualified employees, and you'll have access to expert advice from our *International Talent Desk* on the employment and integration of foreign skilled workers, international students, and apprentices.

WELL-CONNECTED IN THE COMMUNITY

Successful start-ups rely on strong networks. In Brandenburg, we connect you with the right partners to accelerate your growth. Let's help you build the connections you need! With our support, you will quickly find the right contacts for your business.



BRANDENBURG SUCCESS STORIES

We help businesses achieve sustainable growth.

Want to be one of them?

Tiny forests for social and ecological transformation

The **MIYA forest e.V.** non-profit organization in Eberswalde is bringing natural mini-forests to cities and communities using the Miyawaki method. Through community planting initiatives, small areas are transformed into robust and species-rich ecosystems that serve as nature learning centers accessible to schools, daycare groups, and all citizens. MIYA combines education, climate protection, and nature conservation, developing sustainable projects for a vibrant and resilient environment. The non-profit association was supported as a market-oriented social enterprise within the framework of the Gründung innovativ start-up funding program.

MIYA forest e.V. won the german *Blue Compass* award in 2022.



Supported by: The *Gründung innovativ* start-up funding program.



Supported by: The *Gründung innovativ* start-up funding program

Sustainable food packaging

PFABO GmbH in Wildau (Dahme-Spreewald district), a spin-off from the Technical University of Applied Sciences Wildau, has achieved commercial success with its reusable, modular food packaging. The returnable box system developed by PFABO has created a successful alternative to disposable food packaging. WFBB helped the company prepare for launch and develop its technology under the *Gründung innovativ* start-up funding program.

Founder Juliane Spieker was named the State of Brandenburg's Start-up Founder of 2022.

Digital healthcare personnel management

When standard software can no longer cope with the unique challenges of shift planning in the care and healthcare sector, **CrewLinQ GmbH** from Potsdam steps in. The company provides an innovative, digital, 360-degree absence management tool that sends real-time shift requests directly to employees via their smartphones. The product portfolio also includes pool and external absence management and the provision of temporary staff. Software development and the establishment of the company received funding from the *Gründung innovativ* program.

CrewLinQ is financed by Brandenburg Kapital (the ILB's early-stage fund).



Supported by: The *Gründung innovativ* start-up funding program

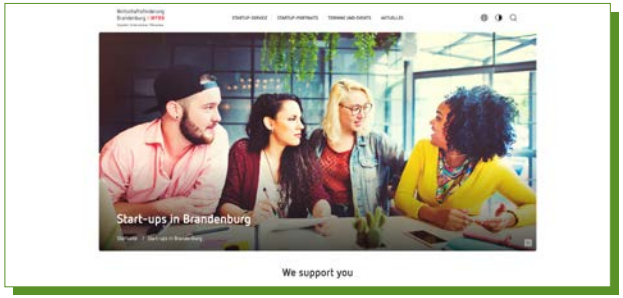
FIND EVEN MORE INSPIRATION HERE:

THE RIGHT INFORMATION IS THE KEY TO SUCCESS

WFBB – PARTNER FOR INNOVATIVE START-UPS

From initial idea to growing your new business, WFBB has answers to all your questions about launching a start-up in Brandenburg.

startup-in-brandenburg.de



START-UP SUCCESS IN BRANDENBURG

Starting a business or taking over an existing one? Visit gruenden-in-brandenburg.de for extensive guidance on both – entrepreneurship and succession planning.

gruenden-in-brandenburg.de (only in German)



FUTURE MADE IN BRANDENBURG

Turning innovative ideas into successful business models: innovatives-brandenburg.de includes numerous examples of Brandenburg's success as an innovation incubator, showcasing start-ups that have succeeded with innovative products, services, and technologies.

zukunft-aus-brandenburg.de



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WE'RE HERE TO HELP

Want to start your own innovative business? We're here to help. Take advantage of WFBB's comprehensive range of services and support. Our advice is tailored to you and is of course completely confidential.

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ANY OTHER NEEDS?

TAKE ADVANTAGE
OF WFBB'S SERVICES



INNOVATION



SKILLED WORKFORCE



INTERNATIONALIZATION



ENERGY



INVESTMENT



SUSTAINABILITY

#LetsGoBrandenburg

"People know each other here, almost like family. We often see each other at all the networking events. As a founder, this makes you feel you have a kind of safety net that will help you through difficult times, providing funding, guidance, and partners to compare notes with."



ULRIKE BÖTTCHER
Founder and Managing Director of valupa GmbH, Nuthetal

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