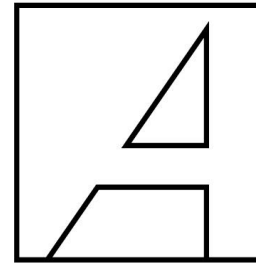


hub:raum



Konrad  
Adenauer  
Stiftung



# From Idea to Start Up

Key Factors of Successful Early  
Stage Entrepreneurship

# Structure

- Surveys about the current Startup culture
  - Survey founders: biography- and successfactors of founders worldwide
  - Survey students: funding requirements of school and university (1. and 2. semester) students
  - Results of both surveys
- Next steps
- The project team

“My first mentor was very enthusiastic about his job, and he taught me, that running a successful business can be fun and fulfilling.”

# Research Design/Procedure



# Research Design/Procedure

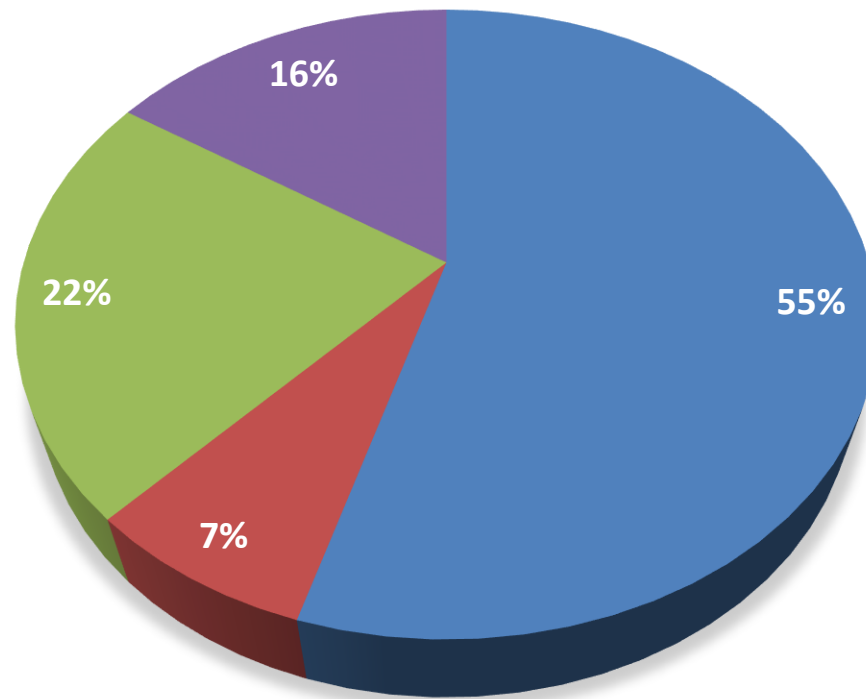
- Survey founders:
  - indepth interviews by trained interviewer
  - with 70 founders from all over the world
  - October 1<sup>st</sup> 2013-2014 in their mother languages in transcription
- Survey students:
  - internet questionnaire via link (soscisurvey)
  - to all upper schools and students from the first and second semester from Germany
  - 1<sup>st</sup> July – 1<sup>st</sup> October 2014

# Results Survey Founders (Selection)



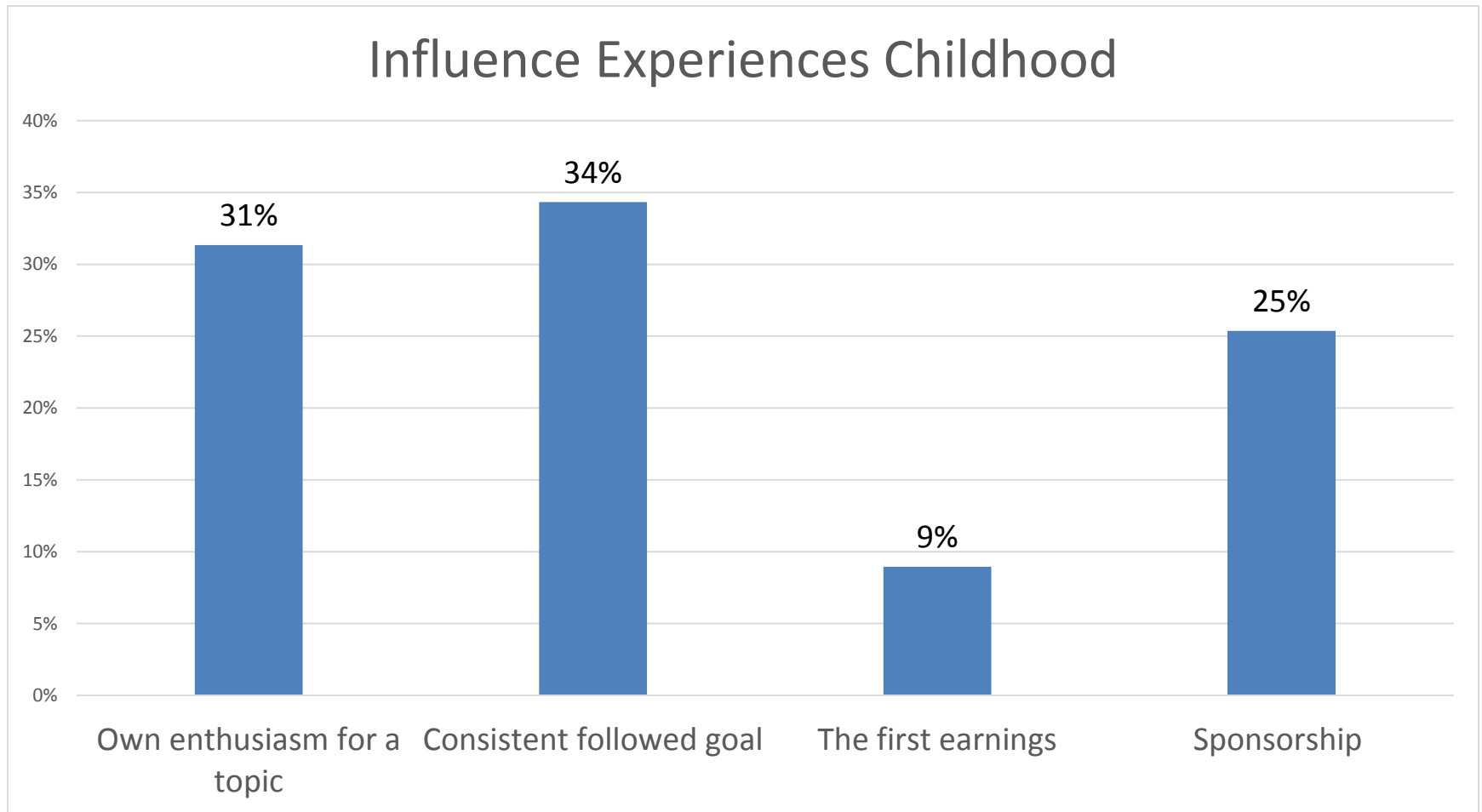
# Results Survey Founders

Employment Status Parents



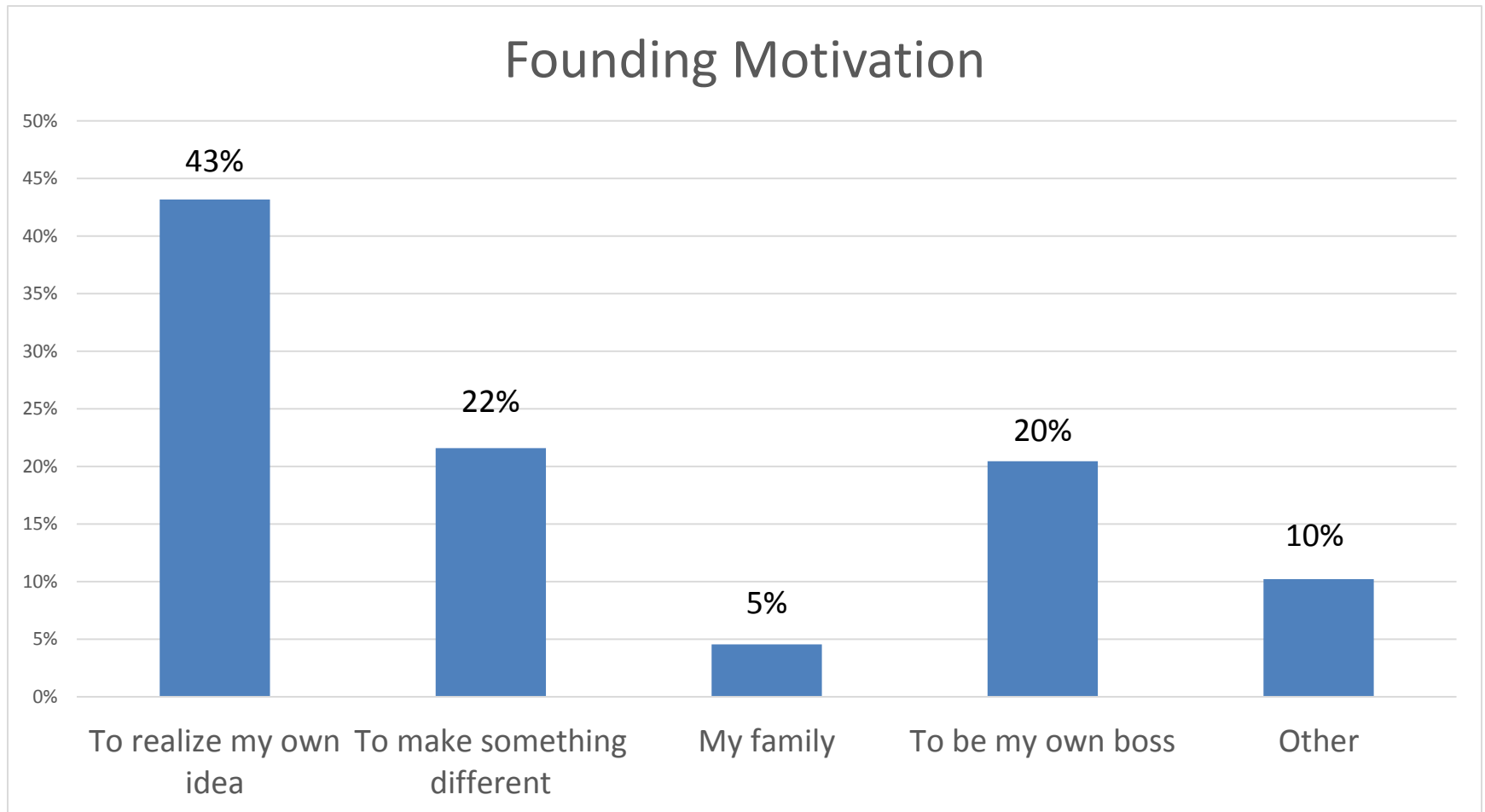
■ Employee ■ Employer ■ Freelancer ■ No answer

# Results Survey Founders





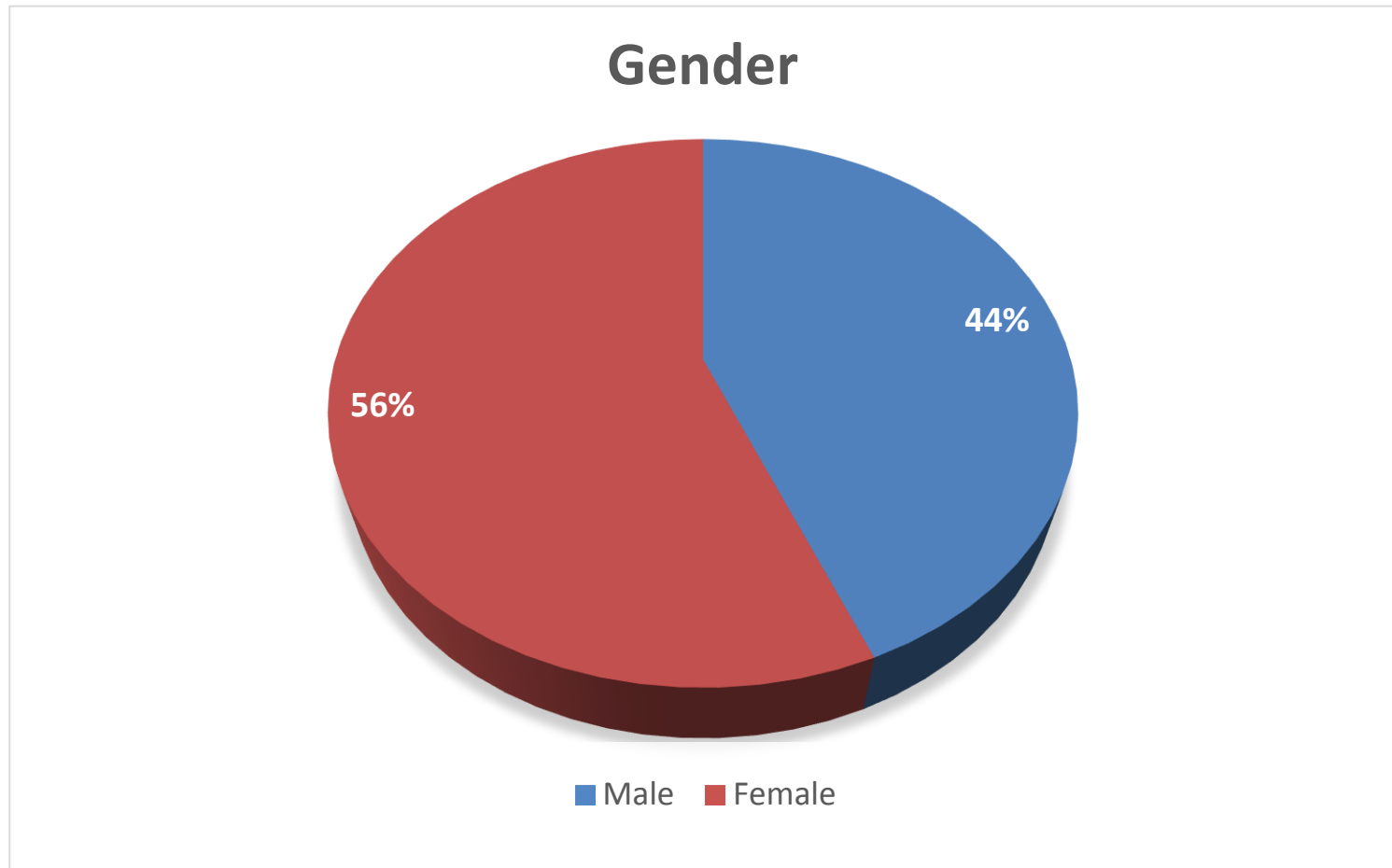
# Results Survey Founders



# Results Survey Students (Selection)

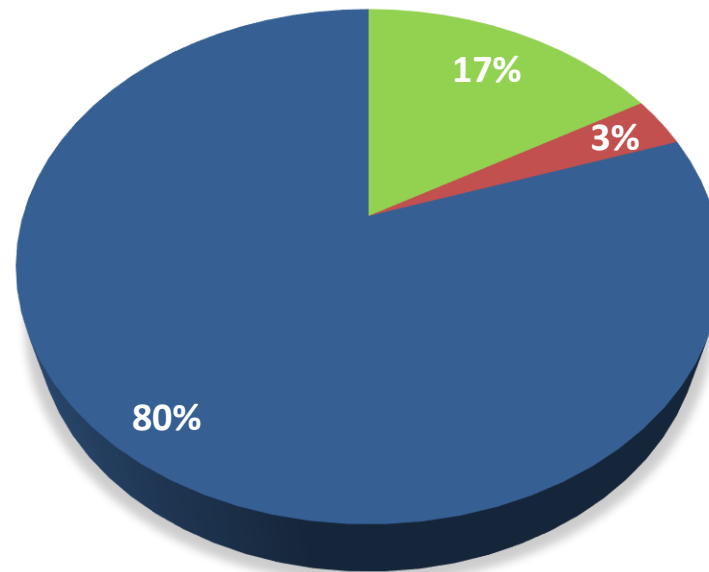


# Results Survey Students



# Results Survey Students

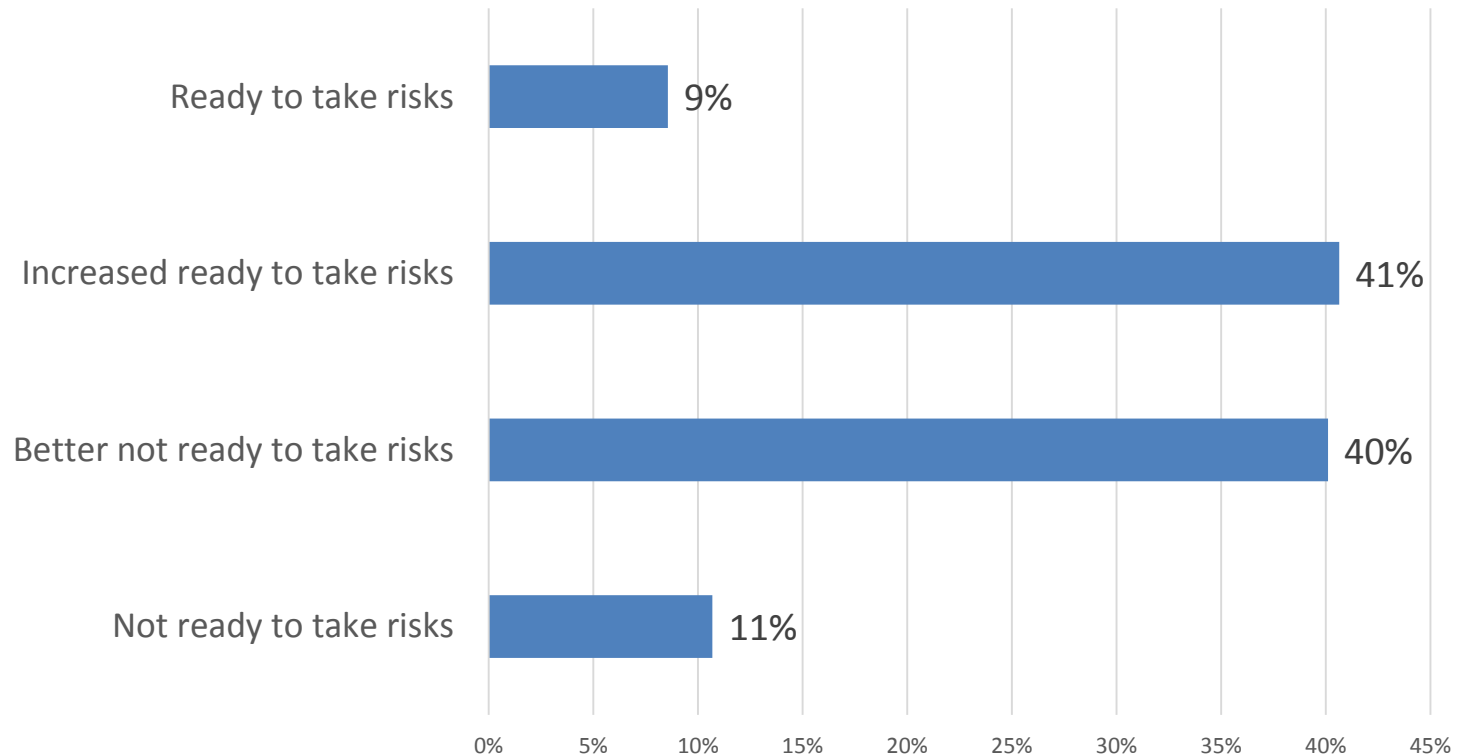
Employment Status Parents



Freelancer Employer Employee

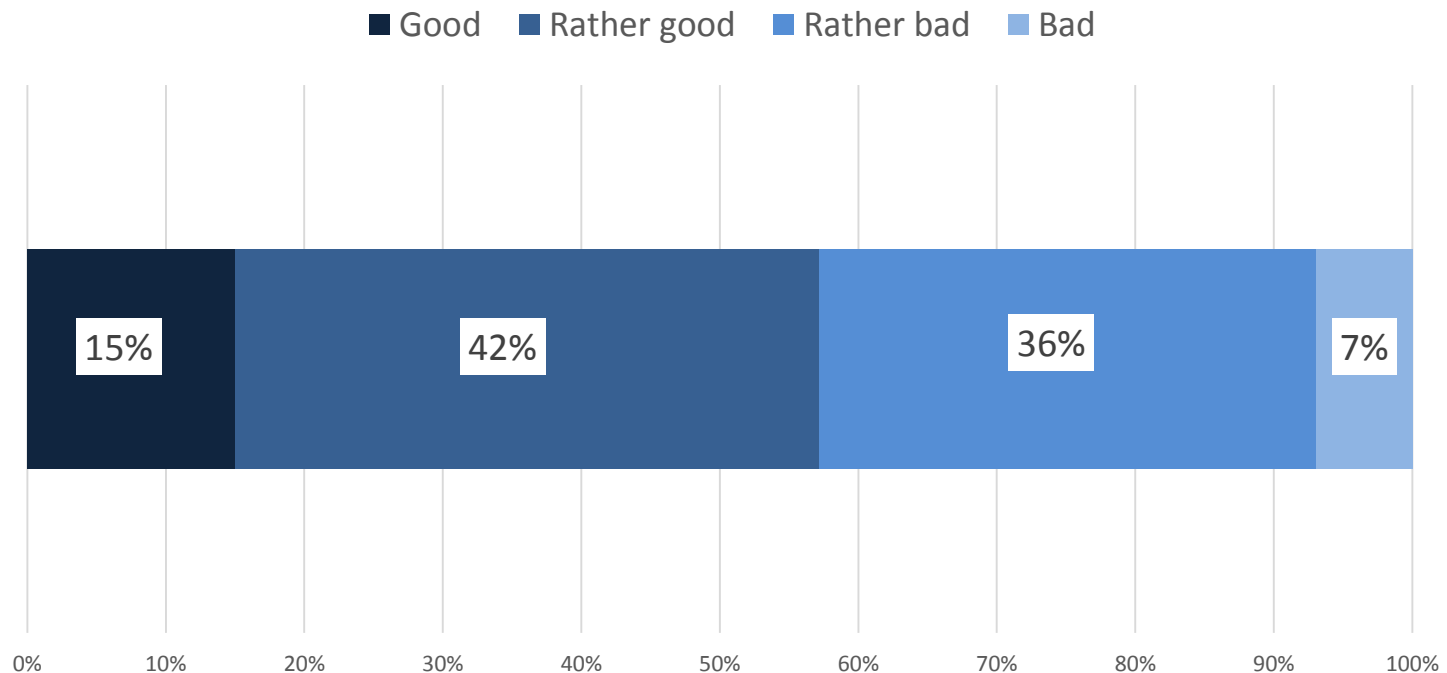
# Results Survey Students

## Readiness to Assume a Risk



# Results Survey Students

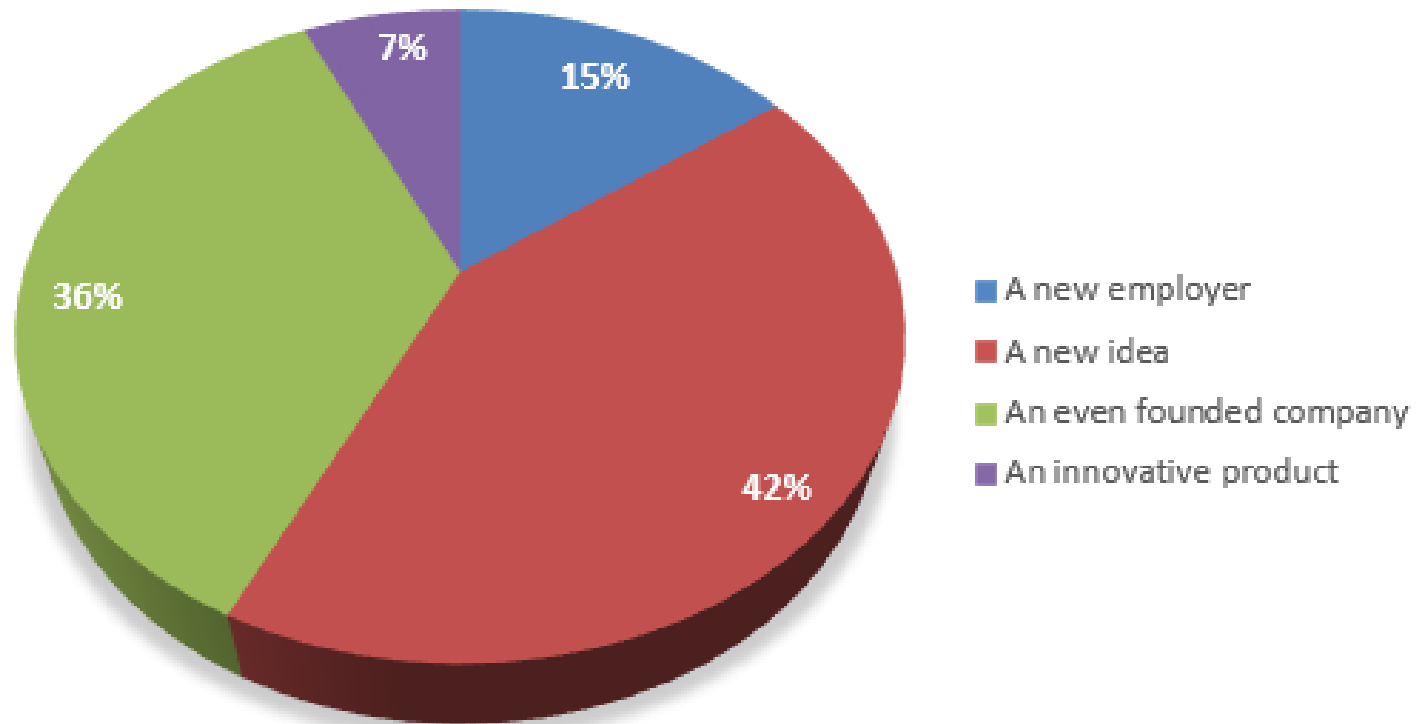
Can you imagine, to have a head above you?



# Results Survey Students

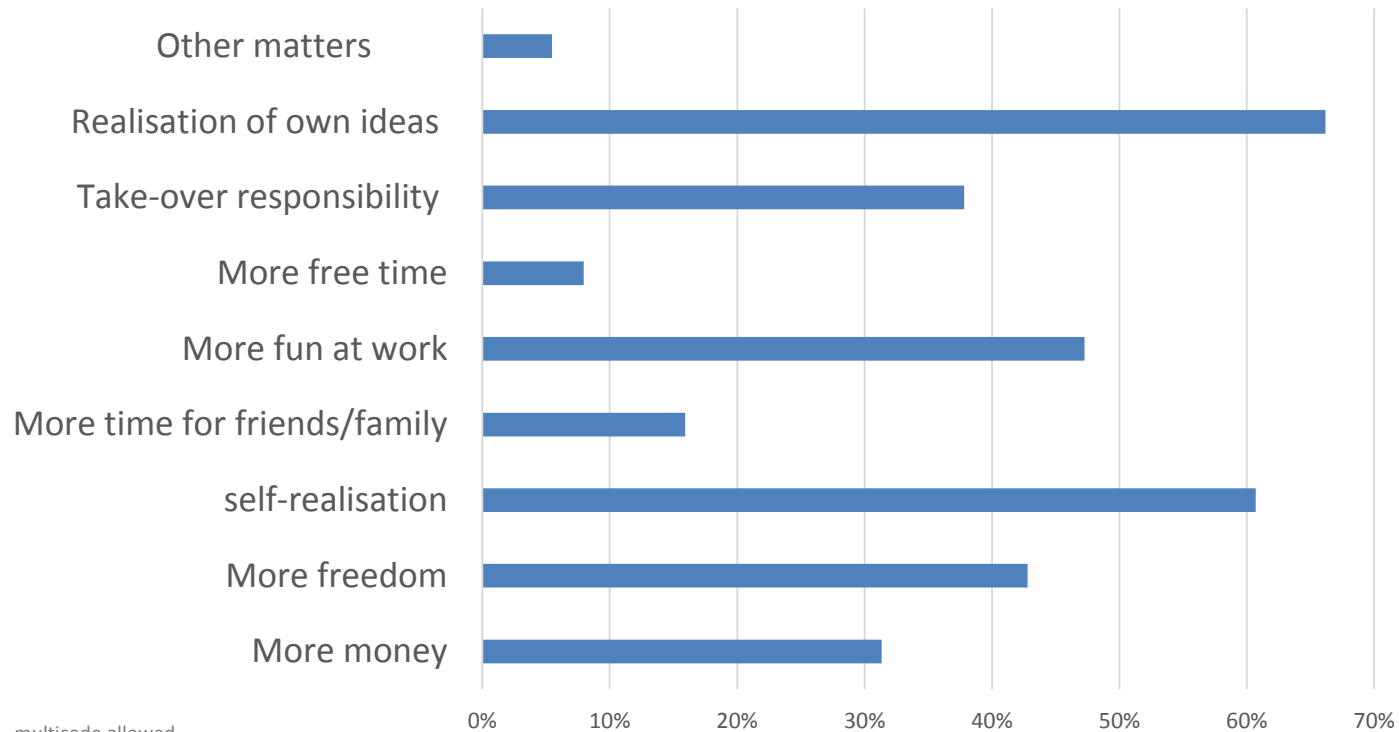
---

## What is a Startup?



# Results Survey Students

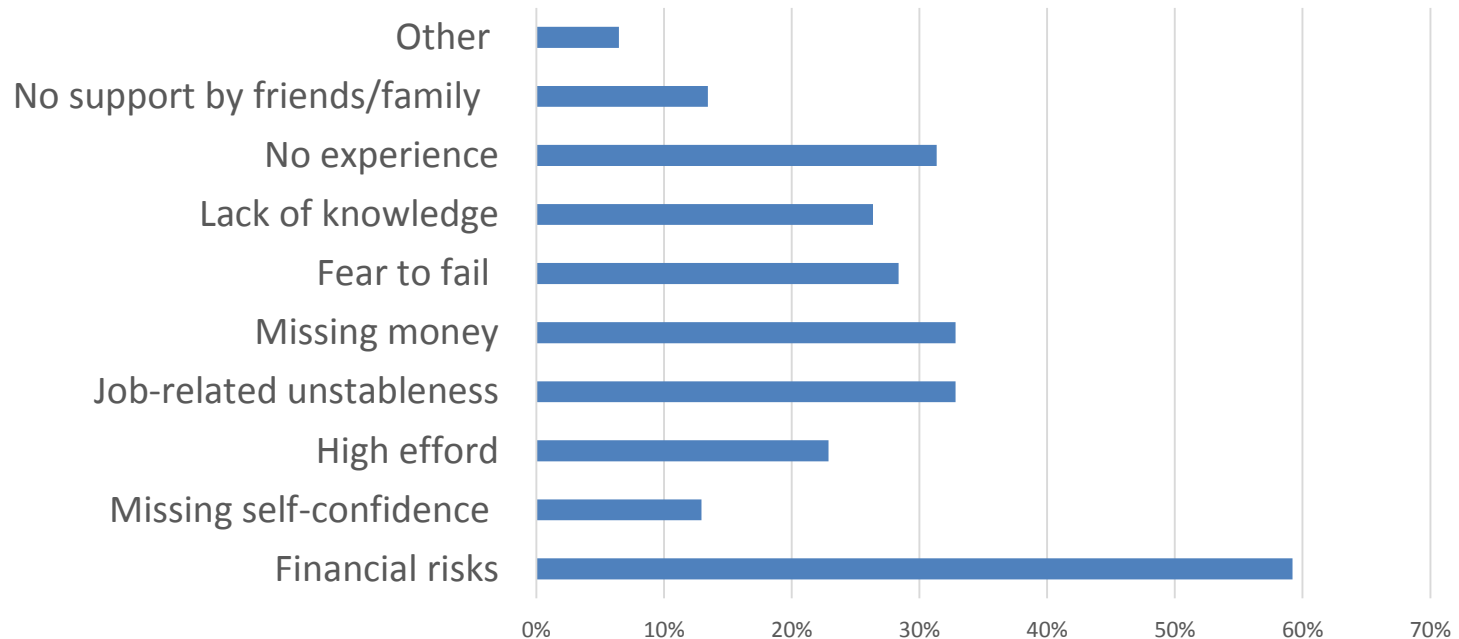
## Founding Motivation





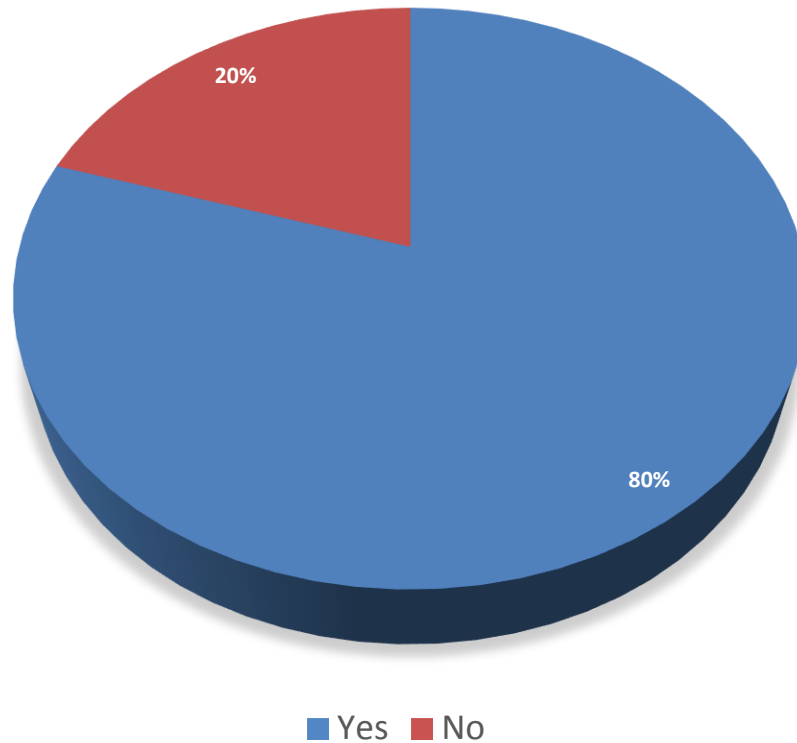
# Results Survey Students

**What would keep you away to found a company?**



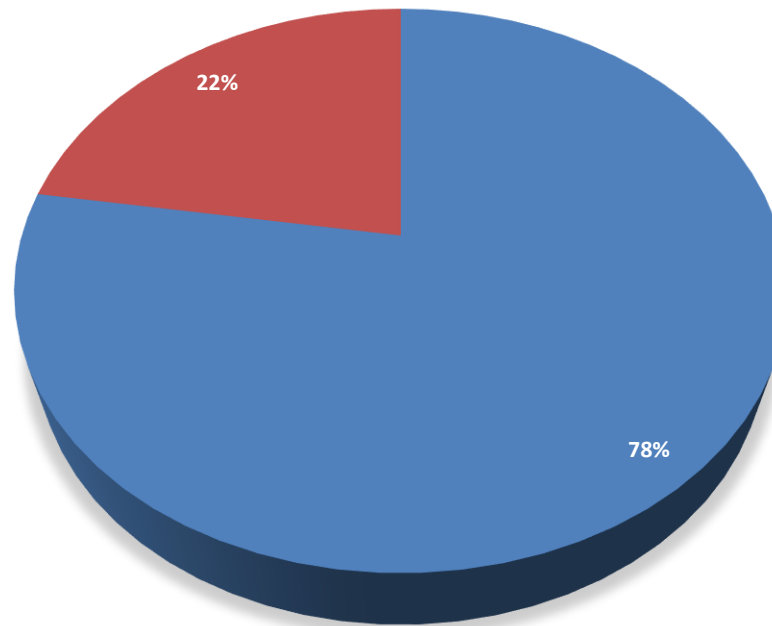
# Results Survey Students

## Knowledge about Government-funded Subsidies



# Results Survey Students

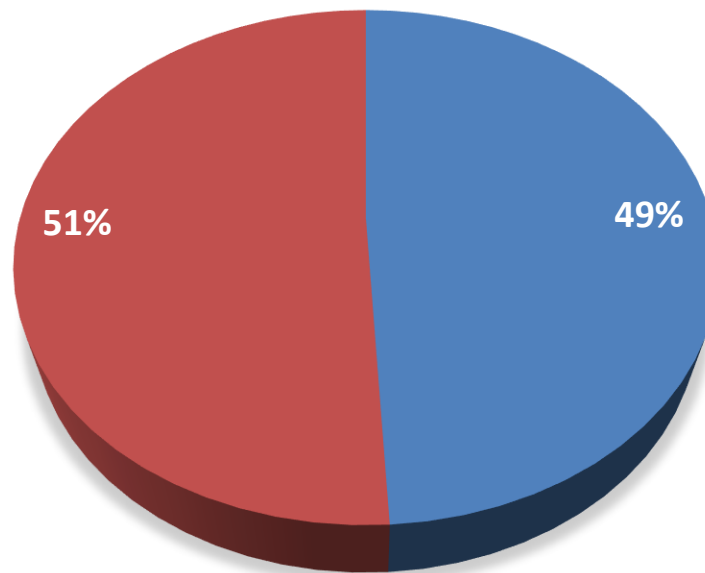
## Knowledge about bank funding support programs



■ Yes ■ No

# Results Survey Students

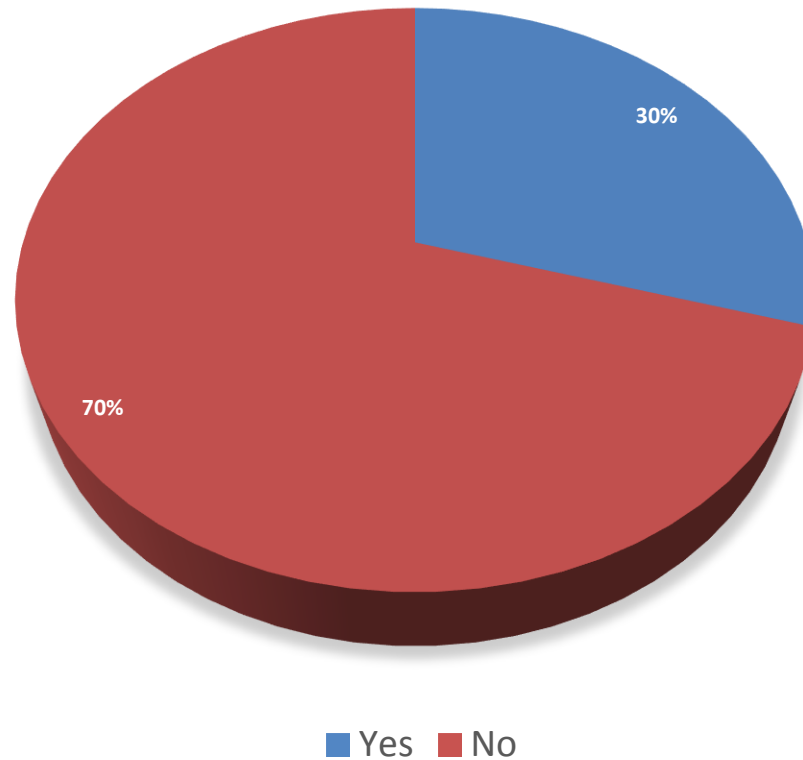
## Knowledge about Founding Information Center



■ Yes ■ No

# Results Survey Students

Topic *company founding* at school



# Next Steps

- Further conferences
- Two publications
  - Scientific research paper with the results from both surveys with 4 selected stories of founders
  - Stories of 50 founders from all over the world

# Team



Matthias  
Schäfer  
KAS



Prof. Dr.  
Ian Towers  
SRH



Prof. Dr.  
Anabel Ternès  
SRH



Vivien  
Boche  
SRH

Other team member:

Skollan Olschewski, Alina Seelig, Louisa Eickbohm, Lisanne Berg, Laura Semrau, Mutters Nina, Shavandrina Yana, Steffen Artur, de Buhr Malte, Tepass Tim, Christoph Speckmann, Sarhan Assem

“I always loved the fact that people such as Steve Jobs and Elon Musk could dream big and achieve those dreams, so they were the key motivators. When I first heard Earl Nightingale’s THE STRANGEST SECRET, that actually got me from dreaming to doing.”