



# Support Systems for Green Start-ups

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# Key questions

- What are „green start-ups“?
- What type of green start-ups and entrepreneurs are there?
- Do we need specific support activities and programs for green start-ups?
- Are there any gaps in the present support systems in regard to green start-ups?

# What are „green start-ups“?

# What are „green start-ups“?

- We define „green start-ups“ as:
  - ➔ young companies (age 0 – 8 years)
  - ➔ with green products as their core business (major part of product portfolio)
- Green products
  - ➔ are goods or services
  - ➔ that contribute to the goals of a green economy (emission reduction, renewable energies and materials, recycling, biodiversity etc.) (UNEP 2011)
  - ➔ cf. Eurostat classification of „Environmental Goods and Services Sectors“ (EGSS)

# What type of green start-ups and entrepreneurs are there?

## Two examples

# Green start-ups: Example 1

## Yunicos: Let the fossils rest in peace!

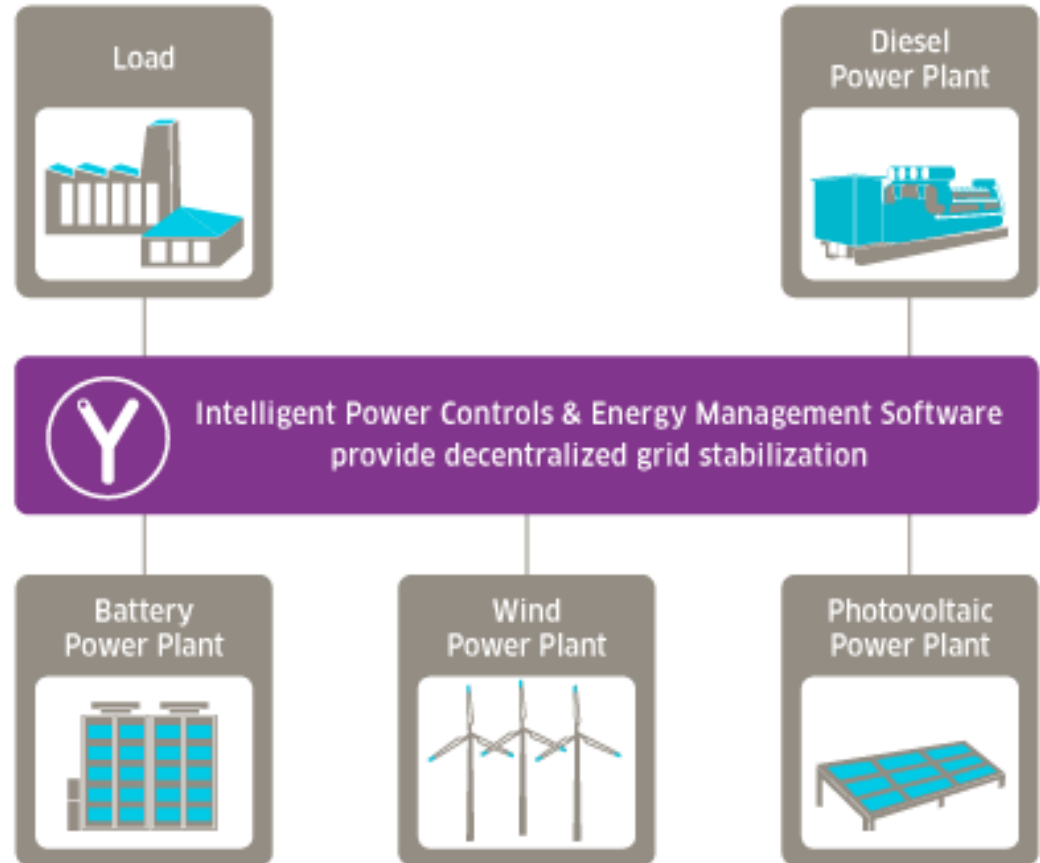
- Company: Yunicos
  - ➔ Founded in 2008
  - ➔ working for a CO2-free and renewable energy supply.
- Location:
  - ➔ Science park Adlershof, Berlin
- Products
  - ➔ High performance battery parks for energy storage



# Green start-ups: Example 1

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- Location:
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- Products
  - ➔ High performance batteries for energy storage
  - ➔ Intelligent power controls and energy management software
- Core competence
  - ➔ the economic, safe, and stable integration of wind and solar power into existing grids.



# Green start-ups: Example 1

## Yunicos: Let the fossils rest in peace!



- Founders: Alexander Voigt and Alexander Triebel
  - ➔ Serial entrepreneurs: started the PV-company Solon in 1997
  - ➔ Vision driven: „Let the fossils rest in peace“, work on energy turnaround since 1980ies
- Start-up support activities
  - ➔ 2008: Equity from entrepreneurs and „friends“
  - ➔ 2011: EUROSOLAR awards Yunicos with „European Solar Prize“
  - ➔ 2012: Long-term investor Swiss aeris CAPITAL invests more than 20 m €.
  - ➔ 2012: 25 m € from EDA Electricity of the Azores to install the world’s first megawatt-scale energy system based on up to 100% sun and wind power on Azorean island of Graciosa.
  - ➔ 2013: Strategic partnership with leading lithium-ion battery storage provider Samsung SDI to build competitive Megawatt-scale grid-tied battery parks.
  - ➔ 2014: 1.3 m € investment grant through innovation programme of Federal Ministry for the Environment for constructing Europe’s biggest commercial battery park in Schwerin
  - ➔ 2014: Joint ventures with Northeast German power utility WEMAG



# Green start-ups: Example 2

## Ergobag: School backpacks with foresight!



- Company: Ergobag
  - Founded in 2010
  - Today: more than 60 employees
- Location
  - Cologne, Germany
- Product: Ergonomic school backpacks
  - Use principles of innovative trekking backpacks
  - Fabrics made from recycled PET bottles
  - free of toxic plasticizers and PAHs
- Idea development
  - Back problems of school children
  - First focus: Search for ergonomic solutions
  - Sustainability considerations came later



# Green start-ups: Example 2

## Ergobag: School backpacks with foresight!

### ■ Founders: School friends:

- ➔ Sven-Oliver Pink (MBA), Florian Michajlezko (MBA);  
Oliver Steinki (Investment banker); Juliaan Cazin (MBA)

### ■ Support activities (selected)

- ➔ 2010: 1st place at the NUK Business Plan Competition.
- ➔ 2010: EXIST Founder's Stipend of the German Ministry of Economic Affairs and Technology. „Our survival is secure!“
- ➔ 2011: ergobag wins the red dot design award
- ➔ 2011: Former CEO of BASF, Dr. Jürgen Hambrecht, invested first growth capital
- ➔ 2012: enable2start competition: €50,000 cash, weekly reports in FTD newspaper
- ➔ 2012: CEO of Roeckl Handschuhe & Accessoires [Gloves and Accessories] as mentor
- ➔ 2013: ergobag is nominated for the 2013 German Design Award.



Do we need specific support activities and programs  
for green start-ups?

# Support systems for green start-ups

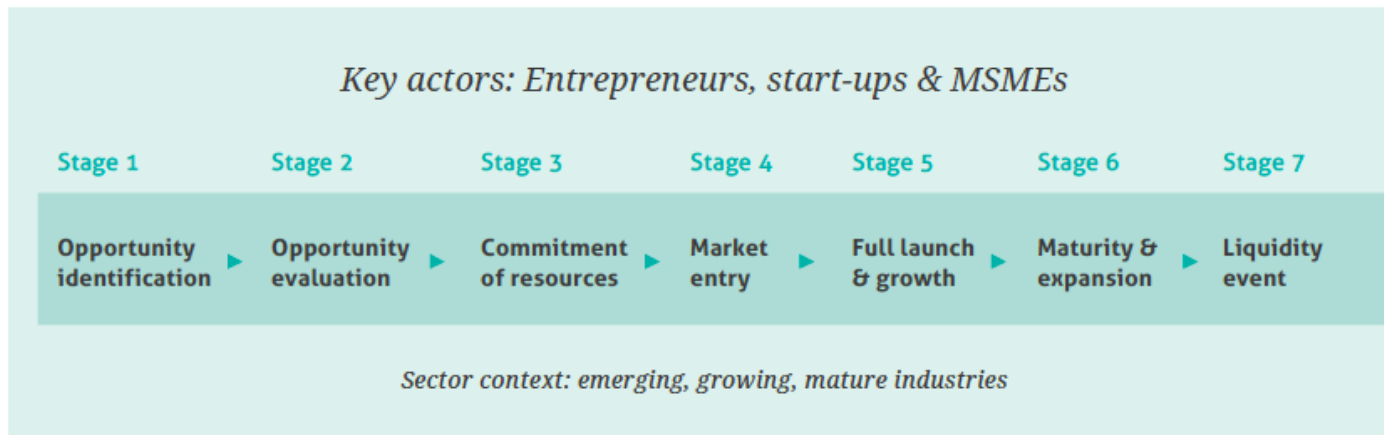
- European research project
  - ➔ funded in Eco-innova
  - ➔ 2013 – 2016
- Partners
  - ➔ Borderstep Institute, Berlin, Germany
  - ➔ Linköping University, Sweden
  - ➔ Aalto University, Helsinki, Finland
- [www.shift-project.eu](http://www.shift-project.eu)



# Conceptual framework: Support systems for sustainable entrepreneurship



*Boosting the development and implementation of eco-innovation*



*Environmentally beneficial*

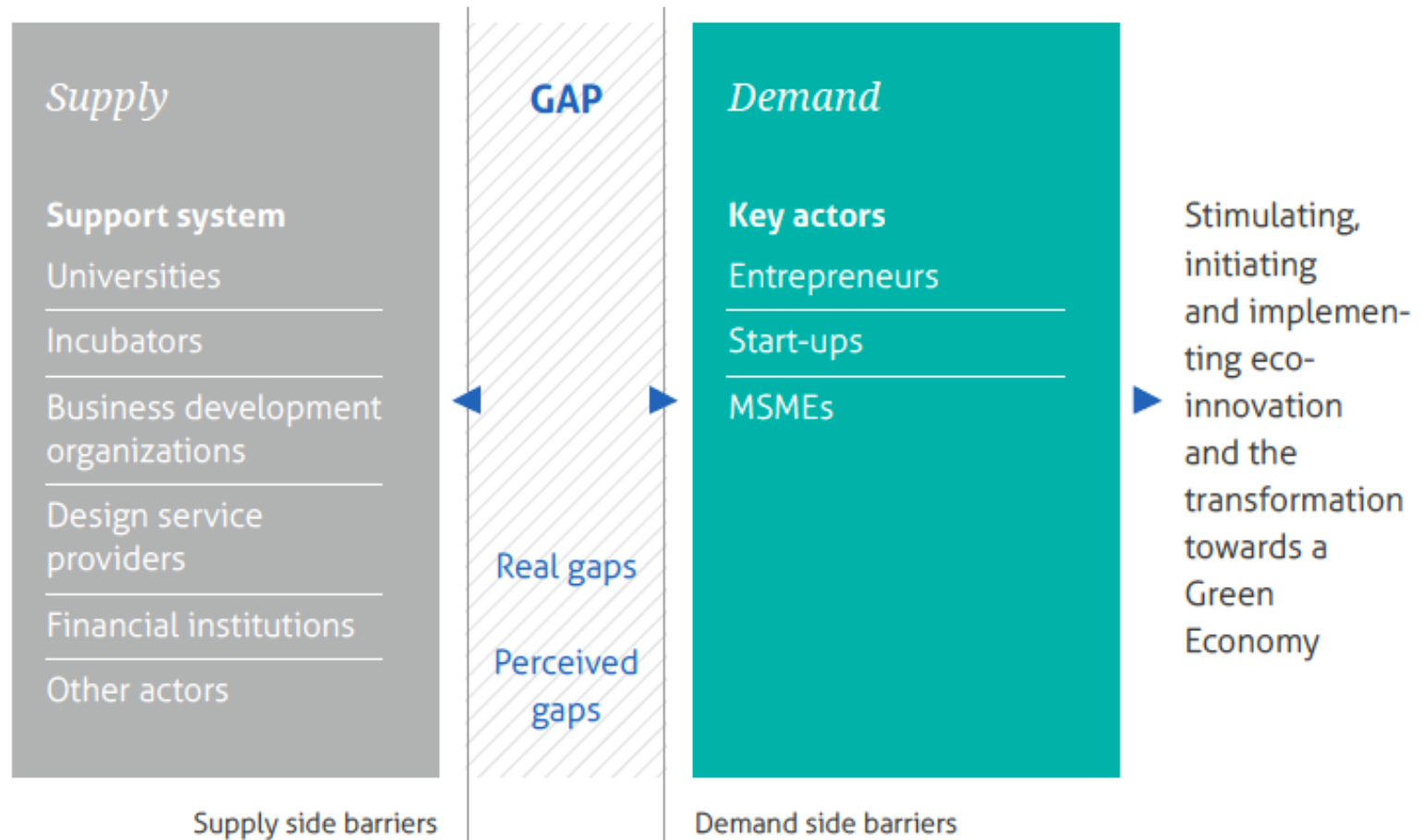


*Economically feasible*

*No conflict with social sustainability*

Are there any gaps in the present support systems  
in regard to green start-ups?

# Identifying gaps between the needs of green start-ups and the support system



Find more information at:

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