

# Start-up Guide Macromedia University

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Guide for  
future founders  
of Macromedia  
University



you change

**macromedia university**  
of applied sciences

# Start-up Guide Macromedia University

Guide for future founders  
of Macromedia University



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*„Just try new things. Don't be afraid.  
Step out of your comfort zones and soar,  
all right?“*

Michelle Obama

*„The best way to predict the future  
is to invent it.“*

Alan Kay

*American computer scientist and pioneer in the fields  
of object-oriented programming, Smalltalk, Squeak and  
the design of graphical user interfaces.*

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# Foreword

We live in times of profound change. Global crises, technological disruptions and social tensions present us with enormous challenges – economic, ecological and social. But amid these upheavals lies a great opportunity: not only to shape the future, but to reinvent it. Entrepreneurship stands for precisely that – initiative, courage, creativity and cosmopolitan responsibility. It describes the ability to turn ideas into action, transform problems into opportunities and actively shape the future.

At Macromedia University, this attitude is not a marginal issue, but a core value. We understand entrepreneurial thinking as a fundamental attitude that runs through all our departments – whether in management, design, media, psychology or technology. In our degree programs, we systematically promote the ability to not only analyse change, but also to initiate it. Numerous successful start-ups by students and alumni testify to how inspiring and effective this culture is – from social start-ups to tech innovations.

With the recent reform of our degree program structures, we have further sharpened this focus: entrepreneurship is an integral part of our curricula and practical formats. We create space for initiative, reflection and responsibility. Our students benefit from an infrastructure that is unique in its form: interdisciplinary teams, practice-oriented teaching, a growing network of funding partners, alumni and companies – and, last but not least, our Virtual Start-up Incubator, which supports start-up projects across all campuses.

This guide brings together our knowledge, experience and services on the subject of start-ups – from the initial idea to financing options and support programs to strategic scaling. It is not just about formal steps, but also about attitude: How do I develop an idea with social added value? How do I find the right team? What resources can help me in concrete terms? How do I remain capable of acting even in difficult phases?

We see it as our task – and our privilege – to promote entrepreneurial talent. This guide is more than just a reference work: it is a compass for anyone who wants to set out on a journey to make the world a better place with their ideas. Make use of it. Ask us questions. And above all: have confidence in yourself.

**Prof. Dr. Dr. Castulus Kolo**

President, Macromedia University

**Marc Irmisch-Petit**

CEO, Macromedia GmbH



## Founding process

Founding a start-up is a complex process that requires not only courage and perseverance but also a structured approach. In order to provide its students with the best possible support on this path, Macromedia University offers a comprehensive and cross-phase support program that accompanies students interested in founding a start-up from the initial idea to the growth phase of a young company. This specially developed guide serves as a practical guide and can be used flexibly in every phase. It highlights all the key aspects that are necessary for the successful development of a start-up and covers everything from the initial inspiration to the scaling of the business model.

### 1. Finding ideas

In the initial phase, the focus is on identifying innovative approaches, analyzing problems, and formulating initial solutions. Macromedia University supports students with creative workshop units in traditional courses, ideation sessions, and networking formats that promote interdisciplinary exchange. The aim is to transform vague thoughts into initial, tangible ideas.

### 2. Conception

As soon as an idea has been found, the concretization phase begins. In this step, business models are developed, market analyses are carried out and initial concepts are tested for feasibility. With the help of methods such as the Business Model Canvas, students receive support from experts and access to coaching in order to systematically develop their project further.



### 3. Development

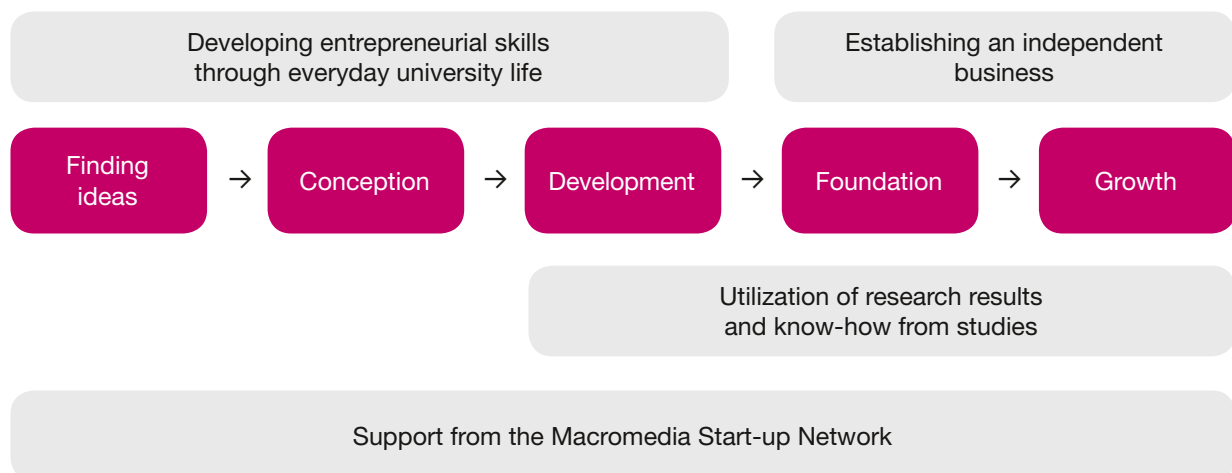
In this phase, theory is increasingly put into practice. The focus is on prototyping, initial validation on the market and preparation for the actual start-up. Macromedia University provides workspaces, mentoring and special support programs to provide students with the best possible support.

### 4. Foundation

The actual founding of a company marks a decisive milestone. In this phase, the focus is on legal issues, financing options and formal registration. Students are supported with targeted workshops, individual advice and funding instruments. The focus is now on practical implementation, with the university continuing to provide valuable support with its expertise and extensive network.

### 5. Growth

The support remains in place even after the start-up. Instead, the offer is aimed at establishing the company on the market in the long term. The focus is now on topics such as scaling, internationalization, team building and strategic development. The university supports this process by providing access to incubators, networking events and other transfer and innovation programs.



Source: Own presentation

**The guidelines and comprehensive support offered by Macromedia University are designed to provide students with targeted support at every stage of the start-up process. The overarching goal is to transform innovative ideas into successful and sustainable companies. The following chapter provides a detailed overview of the individual offers and shows how these can be optimally utilized in the actual start-up process.**



**Keeping  
track**



# 3

## Start-up idea checklist

The following checklist is aimed specifically at founders and serves as a guide during the start-up process. It helps you to keep an eye on important steps, maintain an overview and confidently shape the path from the initial idea to successful implementation.

### ☐ **Clarify self-reflection and motivation**

→ Think about why you want to start a business and what your personal goals are.

### ☐ **Assess your skills and resources**

→ Analyze your professional strengths, experience and existing resources and contacts.

### ☐ **Check market interest**

→ Investigate whether there is a real demand for your idea on the market.

### ☐ **Finding ideas and brainstorming**

→ Develop creative approaches and collect various ideas before you commit yourself.

### ☐ **Inform and learn**

→ Acquire knowledge about start-ups, the market, legal framework conditions and trends.

### ☐ **Build up a network**

→ Make contacts with other founders, mentors and potential partners.

### ☐ **Put together a founding team**

→ Find co-founders with suitable skills and a similar vision.

### ☐ **Validate your business idea**

→ Test your idea with potential customers at an early stage to get feedback.

### ☐ **Develop a business model**

→ Define how your company will create value, attract customers and generate revenue.

### ☐ **Create a business plan**

→ Write a structured document that presents the idea, market analysis, strategy and finances.

### ☐ **Plan financing requirements and budget**

→ Calculate how much capital you need and how to plan your expenses sensibly.



**Ready  
for liftoff**

## Support in all start-up phases

Macromedia University offers students a wide range of opportunities to get to grips with the topic of entrepreneurship at an early stage. Regular information events in every Bachelor's and Master's degree program provide basic insights into the topics of start-ups and innovation. In addition, at least one course per degree program contains specific references to entrepreneurship and promotes entrepreneurial thinking in the respective subject context. This offering is supplemented by practice-oriented events organized by the university's internal start-up incubator. These events create space for inspiration, exchange and the development of initial ideas. A regular **Newsletter published by Macromedia Community** → [www.macromedia-community.de](http://www.macromedia-community.de) also provides information on current events, funding opportunities and experience reports from the start-up scene.

Entry into the start-up ecosystem at Macromedia University is usually made by contacting a professor directly. This can also be done via email at [startup@macromedia.de](mailto:startup@macromedia.de). Establishing contact enables access to initial advice and is a first step towards Macromedia University's virtual start-up incubator as a central point of contact for students interested in founding a company. From there, further support is coordinated via an interdisciplinary network. Dedicated professors from various disciplines are on hand to provide advice and expertise, as are alumni who have already gained their own start-up experience. A non-binding initial consultation is offered both in person at each campus and online in order to provide students with low-threshold access to support regardless of location. Dedicated lecturers then accompany and support the students individually in the further development of their business idea.

For students with a concrete start-up idea, the university also offers special programs for in-depth study and professionalization. **The LEXIE program (Learning Expedition for International Entrepreneurs)**, for example, enables students to take an in-depth look at their own start-up project, from market analysis to the development of a viable business plan. **SETA (Start-up Experience Tel Aviv)** opens up international perspectives, where students can get to know the start-up scene in Israel and at the same time expand their network at an international level.

Macromedia University also promotes networking with local start-up networks, such as the Gateway Excellence Start-up Center in Cologne. This collaboration gives students access to additional resources, mentoring offers and innovation partners within the regional and local start-up landscape.





**Start-up  
at university**





## Studying and founding

Founding a start-up and studying at the same time is not a contradiction, but a valuable opportunity. Macromedia University expressly encourages students to (further) develop and implement their entrepreneurial ideas during their studies. A start-up project can often be sensibly integrated into everyday student life.

Efficient time management plays a central role in this. Founders should set priorities early on and use specific time slots during their studies for their project. Many modules and formats, such as practical projects, electives, internships or theses, can be geared towards the start-up topic. This creates immediate added value by linking theory and practice and adding depth and structure to your own project. The integration of the start-up project can be a particularly useful option for time-intensive final theses (Bachelor's and/or Master's thesis).

In addition, incubators, start-up events, workshops or coaching sessions can often be easily combined with studies, especially if they are offered on weekends or online. This allows students to benefit flexibly from the support on offer and successfully advance their studies at the same time.

## 5.1 Start-up with a semester off – space for entrepreneurial development

In addition to the possibility of founding a start-up while studying, Macromedia University offers students the option of taking a semester off to found a company. During these up to two semesters of leave, students can concentrate fully on their start-up project, without examination or attendance obligations, but still with access to the university infrastructure, such as rooms, networks and advisory services. Proof of the intention to found a company is required for the approval of a semester off. This can be provided in various ways, for example, through

- a meaningful business plan,
- a prototype that has already been developed,
- the promise of a start-up grant,
- participation in start-up pitches or competitions, or
- confirmation from the Macromedia Virtual Incubator or supervising professors.

This model enables students to advance their entrepreneurial goals without losing touch with their studies.

As a rule, leave of absence for a semester off must be applied for before the start of the respective semester, by April 1 for the summer semester and by October 1 for the winter semester. The semester off offers students valuable time to advance their start-up project in a structured and focused manner, always with the full support of Macromedia University.

## 5.2 Opportunities for cooperation with coding students

The development and implementation of technical ideas often requires sound know-how in the field of coding, which is not always available in the core team of a start-up, but can be crucial for success. At Macromedia University, there is the opportunity to specifically seek collaboration with coding students. Such collaborations create a win-win situation:

- For the coding students: Valuable practical experience, expansion of skills in real projects and building contacts in the start-up scene.
- For the start-up team: essential technical support without having to build up additional internal resources.

Collaboration can occur informally through direct contact or through official university projects specifically designed to connect start-up teams and coding talent. These synergies strengthen innovation and promote the development of promising technologies.





**Reach  
for the  
stars**





# Financing

Choosing the right financing strategy is an essential component on the path to successfully founding a company. Depending on the start-up phase, the objectives and the individual risk perception, different financing options are available - from equity to external investors. An overview of the most common financing methods is presented below, supplemented by practical tips on their application and importance in the various phases of the start-up.

## 6.1 Bootstrapping

### **What is bootstrapping?**

Bootstrapping describes a financing strategy in which the start-up is financed entirely from its own funds, without external investors, loans, or subsidies. These funds include savings, private reserves or small financial contributions from friends and family („Family & Friends“).

### **How does bootstrapping work?**

With bootstrapping, the focus is on a lean and efficient start. Founders make sure to keep fixed costs as low as possible, use digital tools in free or low-cost basic versions and often work alone or in small teams. Fast implementation, initial market validation and the earliest possible turnover are prioritized.

### **Which phase is bootstrapping suitable for?**

Bootstrapping is particularly useful in the early phase of a start-up, especially during idea generation and development. In these phases, the capital requirement is usually low, while flexibility is very important.



## 6.2 Funding

Subsidies are an important financial support for founders, enabling innovative projects and start-ups through grants from public institutions.

### **What are subsidies?**

Grants are financial support provided by public institutions such as the EU, the federal government, the individual federal states, or even the municipality where the university is located. They are usually awarded in the form of grants that do not have to be repaid. Their aim is to promote innovative ideas, research transfers and young companies. The aim is to trigger a positive economic stimulus for the region or the country. The hope is that start-ups will create jobs and pay corporate taxes in the near future.

### **How do you use funding?**

Funding must be applied for, usually with a detailed project plan, a timeframe and a clear outline of the funding requirements. Careful preparation is crucial, as the application process often involves a lot of bureaucracy. Typical funding providers are the EXIST start-up grant from the Federal Ministry of Economics and Technology or regional business initiatives.

### **For which phase is funding suitable?**

Funding is particularly suitable in the early development and start-up phase. They help to develop prototypes or finance the first steps into the market, especially when no turnover has yet been achieved but resources are required.

The most frequently used funding programs for start-ups in the university environment include the EXIST start-up grant, the EXIST research transfer and regional funding such as the NRW start-up grant. These programs are independent of faculty and offer support for founders in different phases of setting up a business. These include monthly financial grants and the assumption of material costs. In addition, there are a number of other funding programs that are regularly advertised by various project management agencies, such as the VDI / VDE or the Project Management Jülich (PtJ). These programs are characterized by high funding amounts and offer an additional opportunity to finance innovative start-up projects.

## 6.2.1 EXIST start-up grant: start-up support for innovative business idea

The EXIST start-up grant is aimed at students, graduates and academic staff at universities and offers an ideal opportunity to systematically develop innovative and knowledge-based business ideas to market maturity. Over a funding period of up to twelve months, one to three founding members can receive financial support. The monthly funding is between 1,000 and 3,000 euros per person. In addition, material resources and coaching services worth up to 35,000 euros are provided.

### **Prerequisites**

Funding is available for technology-oriented or knowledge-based products and services that are characterized by a clear, unique selling point and offer realistic prospects of economic success. The prerequisite for submitting an application is that the company has not yet been founded at the time of application and no turnover has been generated.

### **General conditions and application**

Applications for the EXIST start-up grant can be submitted at any time. It is usually submitted via the university, which also acts as the supervising institution. It is important to note that no active employment relationship with the university is required during the funding phase. In addition, the program is not subject to the regulations of the Employee Invention Act (ArbnErfG). The funding is granted as a non-repayable grant, which offers founders financial flexibility and security in the implementation of their business idea.

### **Support at Macromedia University**

Those interested in founding a company at Macromedia University benefit from comprehensive support from experienced contact persons who accompany the application process and facilitate the path to funding. The support services include idea sharpening, in which business ideas are further developed and specified, the creation of a convincing business plan through targeted advice and assistance, and preparation for the review round through targeted coaching and individual feedback. These services ensure that students and graduates can start the funding process optimally prepared. The chances of receiving funding through an EXIST start-up grant are generally good. In the past, two out of three applications were approved.

## 6.2.2 EXIST Woman – funding for female founders

With EXIST Woman, the Federal Ministry for Economics and Climate Protection (BMWK) specifically supports female founders with innovative, technology-oriented business ideas. The program complements the EXIST start-up grant and focuses on promoting women in the start-up scene in order to sustainably strengthen the start-up activities of women and create visibility.

### Scope of funding and duration

- Monthly grant: 1,000 to 3,000 euros, depending on qualifications and life situation
- Additional: Up to 30,000 euros for material expenses and coaching measures
- Funding period: up to 12 months
- Supplementary: Access to a Germany-wide network of mentors, experts and female founders

### Requirements and application

- Prerequisite: At least one female founder in the team (in the case of individual start-ups, the founder herself)
- Innovative, technology- or knowledge-based business idea with high growth potential
- Applications must be submitted via the university or research institution that supervises the founder
- Required: Business plan, proof of feasibility and a mentoring agreement with the university

In addition to financial security, EXIST Woman offers female founders intensive advice, mentoring and strong community support in order to improve equal opportunities in the German start-up scene and promote successful start-ups by women.

## 6.2.3 EXIST research transfer: funding for research-based high-tech start-ups

EXIST research transfer is aimed at outstanding, research-based start-up projects that are based on technologically sophisticated and high-risk development work. The program offers comprehensive support in the areas of technical implementation, patent protection and company formation. The aim is to develop a marketable product and a viable company from innovative research.

### Prerequisites

Funding phase I (18 months):

- Funding for up to four staff positions
- Material resources of up to 250,000 euros
- Focus: Technical feasibility studies, property rights strategy, start-up preparation

Funding phase II (another 18 months):

- Additional material resources of up to 180,000 euros
- Focus: Product development, market entry and corporate financing

General conditions and application

- Applications are submitted via Macromedia University.
- An active employment relationship with the university is required for Phase I.
- The Employee Invention Act (ArbnErfG) applies.
- The funding is a non-repayable grant.
- Social security contributions must be paid by the applicant.
- Submission deadlines: annually on March 31, August 31 and November 30

### Target group and content

EXIST Transfer of Research is aimed at academic staff and research-related start-up teams who want to realize their ideas from an academic context. The funding focuses on projects with a high degree of technological innovation and distinct economic potential.

### Support at Macromedia University

Macromedia University offers founders individual advice and support with the application and project implementation - from the development of a property rights strategy to financial planning. The university also provides support in communicating with project sponsors and selecting suitable coaches.

Further information is available at → [exist.de](https://exist.de)



## 6.2.4 EU funding programs: Funding for visionary innovations at an international level

The European Union provides a wide range of funding opportunities for innovative companies and start-up projects. Of particular importance are the programs of the European Innovation Council (EIC), which are specifically designed to support start-ups and technology-oriented projects on their way to market maturity. The two central funding lines of the European Innovation Council (EIC) are the EIC Accelerator and the EIC Pathfinder. These programs promote groundbreaking ideas that demonstrate both a high degree of innovation and international market potential.

### **EIC Accelerator: For start-ups with market-ready high-tech innovations**

The EIC Accelerator is aimed at start-ups and small companies that want to bring groundbreaking innovations to market maturity

#### **Framework conditions and application**

- Grants of up to 2.5 million euros
- Funding rate: up to 70% of eligible expenditure
- Optional participation by the EIC Fund in the form of equity capital of up to 15 million euros (“blended finance” option)

#### **The application process is structured in three stages:**

- Short application (ongoing submission possible)
- Full application (after positive evaluation)
- Pitch presentation in front of a jury of experts

The EIC Accelerator is particularly suitable for start-ups with scalable business models and international growth potential.

### **EIC Pathfinder: For radical technological visions at an early stage**

The EIC Pathfinder is aimed at projects that deal with pioneering key technologies at an early stage of research. The aim is the technological validation of disruptive approaches, often before a company is founded.

#### **Framework conditions and application**

- Funding amounts of up to 4 million euros per project
- Applications can be submitted by individuals or consortia (at least three partners from three different countries)
- Funding is either thematically open (EIC Pathfinder Open) or as part of specific technology challenges (EIC Pathfinder Challenges)

#### **Application deadlines:**

- EIC Pathfinder Open: Spring of each year
- EIC Pathfinder Challenges: Fall of each year

A detailed description of the technology idea and a detailed financing plan are required for the application.

## Support at Macromedia University

Students, researchers and alumni of Macromedia University who are interested in European innovation funding receive comprehensive advice and support in selecting suitable programs, submitting applications and designing projects. For complex EU applications in particular, the university offers targeted networking with experts and support in formulating convincing funding applications. Further information is available at → [eic.ec.europa.eu](https://eic.ec.europa.eu)

## 6.2.5 Regional funding programs

### Start-up and foundation funding in Brandenburg

#### Central funding instruments and contact points

##### Six start-up centers (including in Potsdam, Cottbus, Wildau):

More than 17 million euros will be invested in infrastructure, coaching, technical equipment, office space and laboratories by 2028. Start-ups will receive intensive support, access to networks, training and assistance with financing, internationalization and customer acquisition. Admission takes place in “start-up cohorts” for 6-12 months.

##### Support programs of the Investment Bank of the State of Brandenburg (ILB):

- Gründung innovativ: Grants of up to 100,000 euros (maximum 50% of eligible expenditure) for investments, personnel and technical services in the first three years after start-up.
- Early-stage financing: Open participation and subordinated loans for start-ups.

Further information at

→ [https://mwaek.brandenburg.de/de/sechs-start-up-zentren-in-brandenburg-machen-junge-unternehmen-fit-fuer-den-weltmarkt/brandenburg\\_06.c.865716.de](https://mwaek.brandenburg.de/de/sechs-start-up-zentren-in-brandenburg-machen-junge-unternehmen-fit-fuer-den-weltmarkt/brandenburg_06.c.865716.de)

### Start-up grant NRW: Entry-level support for young start-ups in North Rhine-Westphalia

With the NRW start-up grant, the Ministry of Economic Affairs, Industry, Climate Protection and Energy of the state of North Rhine-Westphalia supports people with innovative business ideas on their path to self-employment. The program is aimed at founders in the early phase of their business, regardless of whether they are still in the pre-start-up phase or have already set up their own company.

#### Scope of funding and duration

- Monthly grant of 1,200 euros per person
- Funding period: up to 12 months
- Eligible for funding: one to three people per start-up team
- Additional: Individual coaching through accredited networks

#### Requirements and application

- Application is possible at any time
- The application can be submitted before or up to 12 months after the start-up
- Applications are not submitted via the university, but via one of the accredited start-up networks in NRW

Part of the application is a short concept paper on the business idea, as well as a personal selection interview in the network. The NRW start-up grant not only offers financial security, but also access to an entrepreneurial network, mentoring and structured feedback support - ideal conditions for a successful start to self-employment.

Further information is available at → [www.gruenderstipendium.nrw](http://www.gruenderstipendium.nrw)

### **Start-up BW Pre-Seed**

With Start-up BW Pre-Seed, the Baden-Württemberg Ministry of Economic Affairs, Labor and Tourism supports technology-oriented and innovative start-ups in an early start-up phase in which they often do not yet have any other financing options. The program is carried out in cooperation with accredited partners.

#### **Scope of funding and duration**

- Early-stage capital of up to 200,000 euros (consisting of 80% state funds and 20% partner share)
- Funding period: up to 18 months
- Eligible for funding: technology-oriented or knowledge-based start-ups

#### **Requirements and application**

- Prerequisite: innovative business idea with scaling potential
- Application via an accredited partner (e.g. incubators, accelerators, or business development agencies)
- Personal presentation of the concept and due diligence check

Start-up BW Pre-Seed offers young companies a decisive financing basis and access to an experienced partner network in the region.

Further information is available at → [www.startupbw.de](http://www.startupbw.de)

### **Flügge – funding program for young companies (Bavaria)**

The “Flügge” support program (support for an easier transition to a start-up existence) is offered by the Bavarian State Ministry of Economic Affairs, Regional Development and Energy. It is aimed at university graduates and academic staff with innovative business ideas.

#### **Scope of funding and duration**

- Monthly funding: up to 2,500 euros
- Additional: up to 25,000 euros for material resources and coaching
- Funding period: up to 12 months

#### **Requirements and application**

- Prerequisite: Relation to research or university
- Application via the supervising university
- Required: Proof of innovation and a detailed project plan

Flügge offers ideal start-up support for technology-oriented spin-offs from Bavarian universities.

Further information is available at → [www.bayern-innovativ.de](http://www.bayern-innovativ.de)

## Hamburg Innovation Starter Fund

The Hamburg Innovation Starter Fund is offered by IFB Innovationsstarter GmbH, a subsidiary of Hamburgische Investitions- und Förderbank (IFB). The program is aimed at innovative start-ups from Hamburg that are in the early stages of their development.

### Scope of funding and term

- Early-stage capital: up to 1 million euros as a silent partnership or open investment
- Eligible for funding: technology-oriented or innovative start-ups based in Hamburg
- Duration: no fixed limit; depends on the development goals

### Requirements and application

- Prerequisite: registered office or significant operational activity in Hamburg
- Application is made directly to IFB Innovationsstarter GmbH
- Required: detailed business plan and proof of innovation

The Hamburg Innovation Starter Fund offers not only capital, but also access to a network of investors and mentors to give start-ups in the Hanseatic city decisive impetus for growth.

Further information is available at → [innovationsstarter.com](https://innovationsstarter.com)

## InnoStartBonus (Saxony)

With the InnoStartBonus, the Free State of Saxony supports founders with innovative business ideas in the pre-start-up and early start-up phase. The program is implemented by the Sächsische Aufbaubank (SAB) and is intended to create the financial basis for a successful start.

### Scope of funding and duration

- Monthly grant: 1,000 euros per person
- Additional: 100 euros per child for parents starting a business
- Funding period: up to 12 months
- Supplementary: free coaching and network access

### Requirements and application

- Prerequisite: innovative business idea with a clear, unique selling point
- Participation in a selection process (incl. pitch and business plan evaluation)
- Application to the Sächsische Aufbaubank (SAB)

The InnoStartBonus combines financial support with professional guidance and thus creates the ideal conditions for getting innovative projects off the ground in Saxony in the long term.

Further information is available at → [sab.sachsen.de/innostartbonus](https://sab.sachsen.de/innostartbonus)



## Berlin Startup Scholarship (BSS)

The Berlin Startup Scholarship supports innovative, technology-oriented start-up teams in the early phase of their business development. The aim is to promote the development of marketable products and services and to support the founding of successful start-ups in Berlin.

### Scope of funding and duration

- Monthly grant of up to 2,200 euros per person (gross)
- Funding period: 6 to 12 months, depending on project progress and requirements
- Eligible for funding: Teams of 2 to 4 people
- Additional: Access to co-working spaces, labs, prototype workshops and technical infrastructure
- Individual coaching, mentoring by experts from science and industry, as well as participation in workshops and networking events

### Requirements and application

- Innovative, technology- or knowledge-based business idea with high market potential
- Residence in Berlin and intention to found a company in Berlin
- Application via one of the participating project sponsors, e.g. universities or incubators
- Required: informative business plan, pitch deck and participation in a selection process

The Berlin Startup Scholarship offers not only financial support but also comprehensive guidance from experienced mentors and access to a strong network in the Berlin start-up scene.

Further information is available at → [www.startup-incubator.berlin/stipendium](http://www.startup-incubator.berlin/stipendium)

## 6.3 Awards and competitions

Competitions and awards not only offer the chance to win money, but also valuable visibility, access to networks, feedback from experts and media presence. They can serve as a door opener for further funding opportunities or investments. One example is the **Macromedia Start-up Contest**, an internal university competition that recognizes innovative start-up ideas. In addition to financial support, participants benefit from mentoring, coaching and public relations work. There are also numerous regional and national competitions, such as the **Gründerpreis NRW**, the **KfW Award Gründen**, or the **StartGreen Award** for sustainable start-ups. Many cities and districts also offer their own innovation awards. Competitions are particularly suitable for the development and start-up phase if there is a concept or prototype that can be presented publicly.

## Three tips for winning start-up competitions:

### #1 Only enter suitable competitions!!

Founders should not submit their documents to a large number of competitions without thinking, as 'a lot' does not always 'help a lot'. Instead, it is crucial to carefully check in

advance whether the competition fits your start-up idea and which documents are actually (!) required. A food start-up that takes part in a technology-oriented competition risks failure because the requirements and objectives do not match. A detailed business plan also annoys the organizers if only a one-pager is required. Targeted and well-prepared participation significantly increases the chances of success.

## **#2 Start small, finish big!**

From more than 180 national and international start-up competitions, the spectrum ranges from smaller formats with manageable competition to larger competitions with strong competition. For beginners, it is advisable to first take part in local or university competitions to gain initial experience and present their idea under real conditions. In this way, they can gradually prepare for larger and more demanding competitions.

## **#3 Quality instead of quantity!**

The judges of start-up competitions rarely have the time to review an extensive, hundred-page business plan in detail. Founders who present their business idea, their innovation, or their unique selling proposition (USP) briefly and concisely gain a clear competitive advantage.

The following selection criteria have proven to be useful:

- the stage of the company
- the region
- the industry
- any special prizes

A practical recommendation for founders is to create a list of competitions that fit their profile well. For example, a biotech start-up from Munich could apply to the Munich Business Plan Competition, the KfW Entrepreneurs' Award, Science4Life, or the Bio Start-up Competition.

A bonus tip: It is worth taking a look at the award winners from previous years. This can help to gain a better understanding of the requirements and further increase the accuracy of the application.

## 6.4 Outside capital

In addition to traditional funding, founders can also make use of so-called debt capital instruments. These include financial resources that are linked to repayment obligations to third parties, such as loans or convertible loans. In contrast to equity capital, debt capital generally does not affect the company's shareholding under company law. An exception to this are convertible loans, which can be converted into company shares under certain contractually regulated conditions and therefore represent equity-like instruments.

Loans can be provided by various parties, including private lenders such as family and friends, institutional lenders such as banks, or public institutions. One example is the Kreditanstalt für Wiederaufbau (KfW), which supports start-ups, particularly with digital transformation projects. In order to facilitate the granting of loans, necessary guarantees can be secured by public bodies such as Bürgschaftsbank NRW. This provides start-up projects with additional financial leeway and increases their chances of realization.

One example of a funding opportunity is the High-Tech Gründerfonds (HTGF).

Funding amount: Variable participation amounts

Website: [www.htgf.de](http://www.htgf.de)

High-Tech Gründerfonds is aimed at technology-oriented start-ups and small and medium-sized enterprises (SMEs) that are no more than one year old and based in Germany. The target group includes in particular, start-up projects with a clear focus on research and development.

By providing equity capital, the HTGF supports key steps on the path to market maturity, such as the development of initial prototypes or the implementation of feasibility studies. This offers technology-oriented founders a solid basis for successful market entry.

## 6.4.1 Business Angels

### What is that?

Business angels are experienced entrepreneurs or investors who invest their own money in start-ups. They often combine this financial support with mentoring, their expertise and their network in order to actively promote start-up projects.

### How do you deal with this?

A convincing pitch or a well-founded business plan is a basic prerequisite for attracting business angels. They do not invest solely for reasons of return, but above all because they are convinced of the idea and want to play an active role. This is why personal contact and the founders' powers of persuasion play a key role.

### For which phase?

Business angels typically get involved in the early start-up or seed phase. This phase is characterized by initial market experience and the need for additional capital to finance further growth or market entry.

## 6.4.2 Venture Capital (VC)

### What is venture capital?

Venture capital is provided by professional investment funds that invest specifically in high-growth start-ups, often in the millions. In return, these funds receive shares in the company and thus become co-owners.

### How do you deal with this?

Venture capitalists expect a clearly scalable business case, a strong team of founders and convincing market potential. Initial contact is often made via pitch decks, investor events, or personal networks. The entire process is formal and complex, including due diligence and the negotiation of investment agreements. Thorough preparation and professional communication are essential.

### For which phase?

Venture capital is typical for the growth phase of a company. This is the time when a product is already established on the market, initial sales have been generated and larger investments are now required in areas such as sales, internationalization, or the expansion of technology.

## 6.4.3 Fundraising

### **What is fundraising?**

Fundraising refers to the targeted process of raising funds, usually through donations, grants, or subsidies, to finance projects, organizations, or social initiatives. Private individuals, foundations, companies, or public institutions are approached as supporters.

### **How do you deal with this?**

Successful fundraising requires a clear presentation of the mission, a convincing communication concept and the establishment of sustainable relationships with potential supporters. Appeals for funds, campaigns, events or personal discussions are often used. Transparency, regular reporting and a professional approach are key to securing trust and long-term support.

### **For which phase?**

Fundraising is particularly relevant for non-profit organizations, social start-ups (social entrepreneurship), or projects in the early and ongoing phases that rely on financial support to start, maintain, or expand their activities.





**getting  
started**



## Support programs of Macromedia University

The Macromedia University is more than just a place of learning, it is a vibrant space for creativity, exchange and innovation. Ideas arise in a wide variety of places and contexts: as part of research projects, while working on theses or in seminars but also spontaneously during a conversation in the cafeteria.

Turning an initial idea into a viable start-up project requires not only courage and motivation but also the right support. This is precisely where Macromedia University's support programs come in: they offer students, researchers and university staff numerous formats for developing and fleshing out ideas and thinking them through in the direction of a business model.

The regular programs include the offerings of the Macromedia Community e.V.

→ [www.macromedia-community.de](http://www.macromedia-community.de)

# LEXIE – Learning Expedition for International Entrepreneurs

**Locations:** Paris / Munich

**Phase:** Idea generation and conception (focus: business plan)

This international learning expedition is aimed at students interested in founding a company at an early stage. The aim is to systematically develop your own business idea with an international perspective, with a particular focus on developing a well-founded business plan.

## Start-up Experience Tel Aviv

**Location:** Tel Aviv

**Phase:** Conception and further development (focus: intercultural perspectives)

This trip provides intensive insights into one of the most innovative start-up ecosystems in the world. In addition to the further development of your own idea, the focus here is on cultural exchange, international inspiration and thinking outside the box.

## Macromedia Start-up Community-Sessions

**Format:** Online, several times a year

**Phase:** open to all project phases (focus: exchange & networking)

People interested in founding a company, start-ups and experts meet in a relaxed atmosphere to network, receive feedback and learn from each other. The community sessions offer space for new impulses and the development of a sustainable network.

## Start-up Workshops

**Location:** Munich / other locations

**Phase:** Idea generation (focus: “How to found a start-up?”)

On an intensive workshop, those interested in founding a company immerse themselves in the world of entrepreneurship. In compact, smart workshops, all the important basics of founding a company are taught in an understandable and practical way - from the first impulse to the founding process and the decisive steps for the start. The workshops not only offer in-depth knowledge, but also space for open questions and exchange. They are the perfect first port of call for anyone looking for guidance and wanting to boldly embark on the path to self-employment.

## Events on campus

There are also many different events at the respective university campuses. For example, the “Digital Pioneer Network Goes Macromedia” in Berlin or “Start It UP!” in Leipzig. You can find information about these events in the newsletter of the Macromedia Community e.V.

→ [www.macromedia-community.de](http://www.macromedia-community.de).





**500  
Partners**

# Network and incubator

## Network

Macromedia University's start-up network has strong connections to companies, investors and alumni via the Virtual Start-up Incubator channels, as an incubator is only as good as its integration into a larger network. The Macromedia Start-up Incubator is closely integrated into the real economy, both through the institution of the university and through the team members involved. This enables numerous business contacts to be activated, which can be used in a targeted manner as soon as a specific starting point is identified.

The Macromedia University has around 500 partner companies, which is also important for the target group-oriented search for investors. However, Macromedia's alumni community is particularly important for founders. Supported by the Career Service, it not only offers an exchange of experience and professional advice but also makes it possible to quickly find employees or potential co-founders. The university's alumni network now comprises over 15,000 graduates. The network also offers the opportunity to find an entry point into existing projects by comparing them with similar start-up projects.

Alumni who have successfully made the step into the start-up world thanks to Macromedia University's expertise include Alicia Faridi and Maximiliane Kugler (founders of fabel), Robin Sho Moser (founder of eyecandylab), Tim Kohlen (founder of Roamlike), Gülay Ulas (co-founder of Gobanyo), Alexander Müller (founder of CITYFRAMES), Pasquale Marino (founder of Mae.Community), Michailidis Athanasios (Managing Founder of Cryhard Clothing GbR and the media agency Farbstufen), Fabio Buccheri (Founder of NOYS - VR MUSIC), Rebecca Göckel (Managing Director of NOMOO Eis / NRDS GmbH), Sarah Hillemann (Managing Founder of Sister's Closet) and Anika Gruner (Co-Founder of Neuraforge)

## Macromedia Virtual Start-up Incubator

The start-up network also plays a central role at Macromedia University. The Macromedia Virtual Start-up Incubator was set up to guarantee competent and nationwide advice. Thanks to the broad expertise of professors involved and the easy access to them, the start-up network offers an ideal space for start-up ideas at every stage of development.

Even in the early stages, the practical and theoretical assessment of the experts can provide students interested in founding a company with a trend-setting assessment of their start-up idea, across locations and throughout Germany. Through this approach, the start-up network ensures that the best possible expertise is available to all students.



## Partnerships

Macromedia University collaborates with various start-up networks, including::

TUM Venture Labs: [app.tum-venture-labs.de](http://app.tum-venture-labs.de)

Start Berlin [www.start-berlin.com](http://www.start-berlin.com)

Start Munich: [www.startmunich.de](http://www.startmunich.de)

Start Stuttgart: [www.startstuttgart.org](http://www.startstuttgart.org)

Start Hamburg: [start-hamburg.com](http://start-hamburg.com)

Media Lab Bavaria: [www.media-lab.de](http://www.media-lab.de)



**Our  
support**



## University infrastructure

Macromedia University sees itself as a promoter of entrepreneurial innovation and provides students, academics and alumni interested in founding a company with a wide range of support services, especially when an academic idea is to be developed into a viable business model. A central element of this offer is access to the university infrastructure.

### **Structured access to infrastructure**

In the context of spin-off projects, Macromedia University's infrastructure can be used under certain conditions. This includes, for example, rooms, IT resources and selected equipment and working environments that can be used to develop, test and validate innovative products and services. The prerequisite for use is a formally approved application. Access is always granted in accordance with the applicable university and funding regulations.

Whether and to what extent use is possible depends in particular on whether the project is being implemented in the context of a state-funded program, such as EXIST, and whether a company has already been formally founded. The provision of infrastructure is not automatically free of charge but depends on the framework conditions of the respective project and the associated legal and financial requirements. Once a company has been founded, standard market usage fees may apply.

### **Cooperation and support**

Provided there is a relevant and promising business idea, Macromedia University actively supports start-up teams in networking with internal and external stakeholders. These include professors, research groups, industry partners and funding institutions. In addition, founders have access to individual consulting services, mentoring formats and coaching programs that provide them with competent support on key issues such as business model development, financing, or scaling.

### **Use as a business address**

The use of Macromedia University's resources is limited exclusively to project-related development purposes. The university may not be used either permanently or temporarily as a business address or legal headquarters. This rule applies irrespective of the status of the company or possible state funding.

### **Advice and coordination**

The coordination of all requests for the use of the infrastructure, as well as the support of start-up projects, is carried out by the responsible departments within the university, in particular by the Macromedia Virtual Start-up Incubator team. This team not only reviews and processes incoming applications, but also offers consulting services on funding programs, legal frameworks and strategic planning.

### **Note for founders**

Early contact with the Macromedia Virtual Start-up Incubator is strongly recommended. This will ensure that the use of the infrastructure and the development of the start-up project are in line with the university's regulations and external funding guidelines.

### **Transfer of purchased items**

The transfer of items purchased with state funding to the company is generally possible, but it depends on the respective funding conditions.

### **EXIST start-up grant**

At the end of the funding period, the equipment purchased from the funds of the respective start-up grant can be transferred to the established company free of charge or transferred for use free of charge. The prerequisite for this is the submission of a de minimis declaration by the start-up team.





**ArbnErfg**  
**???**  
**IP!**





## Intellectual Property

Intellectual property (IP) describes the rules required for the granting of rights of use to intellectual property. As the employer of its employees, Macromedia University is generally also the owner of the work results created during the employment relationship. This is stipulated in the Employee Inventions Act (ArbnErfG of 2002) and the Copyright Act. Academics, employees, or students who plan to use IP from Macromedia University for their start-up should contact the relevant department at an early stage.

Intellectual property refers to intellectual creations such as inventions, literary and artistic works, software and databases, as well as designs, symbols, names and images as used in commerce. In this context, the term also includes non-patentable materials and confidential know-how. Industrial property rights include patents and utility models, which protect technical inventions, as well as plant variety rights, which protect plant varieties. Trademarks and designs serve to identify and mark the origin of a product through specific shapes and colors. They characterize the aesthetic appearance of a product and have a distinctive character of their own.

Texts, software codes, layouts, or images that are the result of intellectual creation are protected by copyright. The rights of the author are regulated in the German Copyright Act (UrhG). If it is a creation within the scope of an official assignment, the sole right of exploitation lies with the employer. An official registration, as is usual for industrial property rights, does not take place. The copyright claim arises automatically through the creation and essentially protects against unauthorized copying or publication of protected scientific texts and other intellectual creations such as source codes of computer software. Know-how and research materials that are not covered by industrial property rights or copyright law are also considered intellectual property. The know-how and research material resulting from scientific studies represent valuable result, the use of which by third parties for commercial purposes may require the consent of Macromedia University.

The transfer of intellectual property (IP) to start-ups is one of the most important measures for transferring research results into innovative commercial applications and thus contributing to economic and social progress. In order to make the transfer or use of IP by start-ups as efficient and smooth as possible, Macromedia University has developed a structured and transparent process, which is described in these guidelines. Macromedia University aims to offer start-ups the most start-up-friendly conditions possible.

Finally, it should be emphasized that, as part of its strategic focus on promoting entrepreneurship and innovation, Macromedia University waives all intellectual property rights that arise in connection with start-up projects. The rights to the IP are automatically and completely transferred to the respective start-ups. This regulation underlines the university's commitment to offering young companies the greatest possible freedom to successfully establish their ideas on the market. At the same time, it strengthens the transfer of research results into practice.

## 10.1 Legal basis

Anyone wishing to make use of developments, research results, or intellectual property rights created at the university in the course of their start-up idea can do so easily, as Macromedia University automatically assigns all rights to the IP created in the course of start-up projects to the respective start-ups. This clear regulation eliminates potential hurdles such as unclear ownership, licensing issues, or publication conflicts in advance and allows founders to concentrate fully on implementing their ideas. This considerably simplifies the transfer of knowledge and technology and is an important component of the university's start-up-friendly culture. This practice is based on the goal of bringing innovative ideas into application as efficiently as possible and actively promoting economic and social progress.

## 10.2 IP of Macromedia University

Intellectual property (IP) at Macromedia University plays a central role in IP-based and technology-oriented spin-offs from the university. Although there is no generally valid definition of IP, the term is increasingly being used in German law as a generic term for industrial property rights and copyright.

In the field of design, there is a special feature of the so-called grace period. This regulation represents a benefit for designers in order to be able to assess the market success of their design in advance. This allows designers to publish their design up to twelve months before filing an application without violating the novelty criterion.

### Trademark

According to the German Trademark Act (MarkenG), other signs such as company names and work titles are also protected in addition to trademarks. All signs that are capable of distinguishing the goods or services of one company from those of other companies can be registered as a trademark. These include, in particular, words (including personal names), images, letters, numbers, sounds, three-dimensional designs (including the shape of a product or its packaging) and other presentations such as colors and color combinations.

### Computer program

The Copyright Act (UrhG) contains special regulations for the protection of computer programs (software). A computer program only exists if it itself, or at least the programming language used, enables data processing in the true sense of the word. It must be possible to enter and output data, either via a user interface or through interaction with other programs.

### Know-how

There is no legal definition of know-how. In its Block Exemption Regulation for research and development agreements, the European Union defines know-how as a body of non-patented practical knowledge which has been acquired through experience and testing and which is secret, substantial and identified. Accordingly, know-how as a generic term includes both technical trade secrets and commercial trade secrets as well as experience-based knowledge.

## 10.3 Use of IP

Macromedia University is committed to being consistently founder-friendly, with a focus on the protection and full transfer of intellectual property rights (IP) to the founders. In contrast to some other universities, Macromedia University does not reserve any rights or shares in the intellectual property created in the context of start-up projects. The founders receive 100% of all IP rights, giving them unrestricted freedom for the further development, exploitation and marketing of their innovations.

The university guarantees a transparent and comprehensible approach to all issues relating to intellectual property and start-up projects. Advice and support services are designed to offer founders maximum freedom of choice. Through close cooperation, individual support, coaching and expertise, the university promotes the optimal development of business ideas without demanding equity investments or exclusive licensing models.

Macromedia University naturally observes all applicable legal requirements and ethical principles when supporting start-ups. A clear Code of Conduct ensures transparency and fairness in the cooperation between the university, and the founders. This code applies to all employees and partners of the university who support start-up processes and ensure that the interests of the founders are always in focus.

## 10.4 Patents

Patents are granted for inventions in the field of technology. This can be a specific product or a process. A product patent protects objects such as machines, chemical substances, electronic circuits, pharmaceuticals and much more. In order to be able to use the patented product - i.e. to manufacture it, offer it, place it on the market, or import or possess it for these purposes - the consent of the patent holder is generally required. Without this consent, third parties are prohibited from carrying out such acts.

In addition to product patents, processes are also patentable, for example, processes for manufacturing a product, working processes, or the use of products for certain purposes. An invention can only be applied for a patent and have a chance of being granted if it is new, industrially applicable and based on an inventive step.





who  
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## FAQ

### **Why start a business?**

For many academic founders, turning their own skills, knowledge and ideas into a product or service is a source of enormous personal fulfillment. Access to specialized knowledge, intellectual property and research funding offers a decisive advantage in the development of innovative products and services.

### **Can I found a start-up without co-founders?**

Of course, it is possible to found a start-up without co-founders. However, it has been shown that stable and complementary start-up teams have a greater chance of success. Local start-up networks therefore provide support in the search for suitable co-founders and partners. Co-founders can also be found via the online platform [www.founderio.com](http://www.founderio.com).

### **What is a business model?**

A business model represents the strategy and operational structure of a company. It includes various aspects such as the company organization, value creation, competitive advantages, the development of the product portfolio, the development of sales channels to the target group and the cost structures.

### **What is a business plan?**

The business plan fulfills a dual function: it serves not only to convince potential investors, but also as a strategic guideline for yourself. A convincing business plan describes the business idea, the market environment, the target groups, the marketing strategy, the financing, the sales planning and the planned milestones. Clarity, a logical structure and realism are far more important than an elaborate, glossy presentation.

### **Read deck and pitch deck?**

The pitch deck, read deck and business plan are documents that start-ups use to inform and win over investors and other stakeholders. These documents are continuously being developed. A pitch deck comprises around 10 to 20 slides and presents the core idea of the start-up concisely and primarily using visuals. The read deck is essentially a more detailed, written version of the pitch deck and is often required by investors or funding providers in the financing review process, for example. The business plan is the most detailed form of entrepreneurial presentation and comprehensively covers all aspects of the business.

### **When is the right time to approach the Macromedia Virtual Start-up Incubator with my start-up project?**

The Macromedia Virtual Start-up Incubator works individually with founders and supports them from the development of ideas to the scaling of the business. The earlier the contact is established, the greater the added value the Incubator can offer a start-up project.

### **How do you found a start-up? Is there a roadmap?**

Many entrepreneurs follow a rough process when founding a start-up, although this is not always linear and can vary depending on the industry, business model and individual circumstances. In the start-up consultation, the Macromedia Virtual Start-up Incubator works with potential founders to develop an individual roadmap in iterative steps, from idea development to exit strategy.

### **Can I start a business on the side as a student or employee?**

Yes, this is generally possible. However, the relevant university regulations must be observed.

### **Where can I get money to start a company?**

Financing a start-up in the early stages is often provided by various instruments, for example public funding and private investors. The Macromedia Virtual Start-up Incubator offers targeted advice on this topic.

### **Do I have to have already founded a company before contacting the Macromedia Virtual Start-up Incubator?**

No.

### **What is an accelerator, what is an incubator?**

Accelerators and incubators are programs that support start-ups in their development and growth by providing resources and mentoring for founders. Incubators are usually active at an early stage and help with the development of the business model and the establishment of the start-up. In contrast, accelerators start later: They usually work with start-ups that are already on the market or about to be, and pursue the goal of specifically accelerating the market development of these start-ups.

### **How long does an initial meeting take?**

An initial meeting lasts around half an hour to an hour and is used to get to know each other and to provide an initial assessment of the current status of the start-up project and the associated support options.

### **Is the Macromedia Virtual Start-up Incubator bound by confidentiality?**

Yes, the employees of the Macromedia Virtual Start-up Incubator are bound to secrecy as part of their employment at Macromedia University.

### **How much capital do I need to found a start-up?**

The answer to this question depends heavily on your business model, your industry and your founding approach. If you are founding a digital and lean start-up, for example with an online service or an app, you can start with just a few thousand euros e.g. bootstrapping. For technology or product-based start-ups that require prototypes or production processes, for example, the capital requirement can be significantly higher. A detailed cost calculation in the business plan is essential in order to be able to realistically estimate the actual requirements.

### **But how do you get the necessary capital?**

You can find investors for a start-up in various ways: through personal networks, pitch events, accelerator programs, online platforms, or by contacting business angels and venture capital funds. It is crucial to present a strong and authentic vision, clearly define the target market and come up with a convincing business plan. Early-stage investors attach particular importance to the team, the potential of the business idea and the opportunities on the market.

### **Which legal form?**

Choosing the right legal form is also a crucial step. In Germany, the GbR (Gesellschaft bürgerlichen Rechts) for very small projects, as well as the UG (haftungsbeschränkt) and the GmbH are among the most common start-up forms. For most start-ups, it is advisable to establish a UG or GmbH, as these offer limited liability and make a more professional impression on investors. The decision for a legal form depends on factors such as the available capital, the risk and the number of shareholders. Legal advice is strongly recommended in this context.



### **How do I find the right target group for my product?**

The key to success lies in a thorough market analysis and a clear target group definition. Who are your potential customers? What problems do you solve for them? What needs and buying motives drive them? Tools such as the value proposition canvas or interviews with potential users are valuable aids for precisely describing the target group and optimally aligning the product with their requirements.

### **What challenges can be expected?**

Uncertainty, limited resources, a lack of experience, or juggling studies, a job and starting a business can all make the initial phase more difficult. In addition, there are legal, financial and organizational hurdles that can quickly become overwhelming. This makes it all the more important to take advantage of support, be it through coaching, networks, mentoring, or specialized offers from universities, such as incubators.

### **How can I scale a start-up?**

Growth means building structures, automating processes, tapping into new markets and expanding the team. A clear vision, data-based decisions and a viable business model are essential. At the same time, growth requires patience and the willingness to effectively manage increasing responsibility and complexity as the company grows.

### **When should I hire employees?**

The right time to hire reinforcements is when your own capacities reach their limits or specific expertise is required that cannot be covered internally. Suitable team members can often be found through personal networks, job platforms, or collaborations with universities. It's not just professional qualifications that count - the most important thing is that new colleagues fit into the team and the company's vision culturally.





# Appendix



## Contact persons on site

The following overview contains the contact information of the responsible contact persons at our campuses. This ensures that expert support is always available locally if you have any questions or concerns

**Munich:** Prof. Dr. Arthur Hofer → [a.hofer@macromedia.de](mailto:a.hofer@macromedia.de)

Prof. Dr. Mo Badr → [m.badr@macromedia.de](mailto:m.badr@macromedia.de)

**Stuttgart:** Prof. Dr. Eva-Yasmine Kaiser → [ey.kaiser@macromedia.de](mailto:ey.kaiser@macromedia.de)

**Frankfurt:** Prof. Dr. Elisa Weisman → [e.weisman@macromedia.de](mailto:e.weisman@macromedia.de)

**Cologne:** Prof. Dr. Ralf Spiller → [r.spiller@macromedia.de](mailto:r.spiller@macromedia.de)

**Hamburg:** Prof. Dr. Andreas Mix → [a.mix@macromedia.de](mailto:a.mix@macromedia.de)

**Berlin:** Prof. Dr. Friedrich-Carl Wachs → [fc.wachs@macromedia.de](mailto:fc.wachs@macromedia.de)

**Leipzig:** Prof. Dr. Hagen Habicht → [h.habicht@macromedia.de](mailto:h.habicht@macromedia.de)



## Contacts nationwide

In addition to the local contacts, contact persons are available nationwide who coordinate and provide support on a national level. This central point of contact guarantees uniform support and quick solutions, even beyond the individual locations.

The e-mail address → [startup@macromedia.de](mailto:startup@macromedia.de) is also available as a central point of contact for all inquiries and queries.



# 14

## Collection of links

Below is an overview of important links that provide further information and practical help on the topic. All relevant resources can be accessed quickly and easily.

Macromedia Virtual Inkubator: [www.macromedia-fachhochschule.de/de/hochschule/karriere-entrepreneurship/start-up-incubator/](http://www.macromedia-fachhochschule.de/de/hochschule/karriere-entrepreneurship/start-up-incubator/)

EXIST: [www.exist.de](http://www.exist.de)

EIC: [eic.ec.europa.eu](http://eic.ec.europa.eu)

HTGF: [www.htgf.de](http://www.htgf.de)

Gateway: [www.gateway-gruendungsnetz.de](http://www.gateway-gruendungsnetz.de)

Career Service Students: [www.macromedia-fachhochschule.de/de/hochschule/karriere-entrepreneurship/career-service-studierende/](http://www.macromedia-fachhochschule.de/de/hochschule/karriere-entrepreneurship/career-service-studierende/)

Career Service Alumni: [www.macromedia-fachhochschule.de/de/hochschule/karriere-entrepreneurship/career-service-alumni](http://www.macromedia-fachhochschule.de/de/hochschule/karriere-entrepreneurship/career-service-alumni)

Macromedia Community e.V.: [www.macromedia-community.de](http://www.macromedia-community.de)

Macromedia Start-up Community → [Newsletter](#)

TUM Venture Labs: [app.tum-venture-labs.de](http://app.tum-venture-labs.de)

Start Berlin [www.start-berlin.com](http://www.start-berlin.com)

Start Munich: [www.startmunich.de](http://www.startmunich.de)

Start Stuttgart: [www.startstuttgart.org](http://www.startstuttgart.org)

Start Hamburg: [start-hamburg.com](http://start-hamburg.com)

Media Lab Bavaria: [www.media-lab.de](http://www.media-lab.de)

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