

**E**UROPEAN  
**E**ARLY  
**I**NNOVATORS  
**I**NIITIATIVE

*Youth for science, youth for business, science for business*

**BEST PRACTICE IN PROMOTING STEM**  
- **PPP IN GERMANY**

2018



[www.early-innovators.eu](http://www.early-innovators.eu)

## Introduction:

This presentation of Jugend Grundet is elaborated as a component of EEII report “STEM for Business”. The international team of EEII analyzed suitable programs in Germany, Italy and Austria. Current document shows objectives, structure and main procedures of the German best practice model. Major findings will be embedded in future European Early Innovators Program.

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This is not an official document of Jugend Grundet.

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City of Vienna

# *Jugend gründet*

## I. About:

The initiative consists of business planning and simulation game for pupils, students and trainees. It is ongoing since 2003 and it is funded by the German Federal Ministry of Education and Research (BMBF).

### **Short history:**

At the initiative of the Federal Ministry of Education and Research (BMBF), the success story of youth started in the school year 2003/2004, as an educational initiative for secondary school students and apprentices aged 16 to 21 years.

The **Steinbeis Innovation Center for Enterprise Development** at the **University of Applied Sciences Pforzheim (SIZ)** is behind "Youth Founding" from day one. The SIZ has many years of wide-ranging experience in designing and implementing education projects in the field of business and vocational education.

The SIZ sees itself as a partner of the schools with the intention to anchor the topics Entrepreneurship Education and Economy in the classroom and to make exciting experiences for all participants. In order to make this possible, the offer of "Youth Founded" has been continuously expanded over the years. In addition to information events for teachers and trainers, teaching materials, online learning opportunities, a telephone hotline and a systematic support service for alumni, the offerings include today. For example, as part of a mentoring program.

Jugend founds is on the list of [student competitions recommended](#) by the [Conference of Ministers of Education](#), is a member of the [AG Nationwide Student Competitions](#) and [Entrepreneurship Initiatives in the schools of](#) the Federal Ministry of Economics and Technology Energy.

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## **Innovation**

## I. Age divisions:

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| Multiple participation in youth<br>(16 -21 years) | Participation can be as a single player or in teams of up to six participants.<br>Participants entitled to participate are those who have not yet started their studies and have not completed their first vocational training. |
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### III. Levels of competition:

|                                      |   |
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| Brain storming & Business plan phase | The first task in the competition is to develop an innovative business idea alone or in a team . For this and for all other tasks online help is available. The business plan must be saved on the website by January. Only what is saved on the deadline will be evaluated by the jury. Each saved business plan receives an individual rating with constructive suggestions for improvement.<br>From September can be started in the business plan phase. With the help of the canvas poster (optional) and the business plan mask (duty), the idea becomes a business plan. The business plan screen opens in the menu item Participants . In order for the texts to be saved, the participants must first have logged in. Help texts behind the question mark are available directly in the business plan screen. The help texts are also available as a PDF. |
| Business Simulation Game phase       | During the business game, the participants lead their virtual business for eight periods with their entrepreneurial decisions through the ups and downs of the simulated economy to economic success. Decisive for the success is not only the profit, but the Balanced Scorecard.  |
| City Cups                            | At the initiative of a school, IHK or other organizations in a city / region, student and trainee teams with the best business plans from the school or city / region can present their business ideas to a regional jury.<br>After the business plan evaluation invites youth sets up the teams with the best business plans to presentation events , where the best business ideas are presented to the jury . In some places, the schools themselves organize city or regional cups.   |
| Future Founders Fair (Finale)        | June (before summer schools holidays): Jury will evaluate the persuasiveness of the teams and the innovation of their business ideas. Prizes are offered according to the criteria of points that are gained during different phases of the competition.  |

### IV. Contest deployment:

Mainly, contest consists of writing a **business plan** following the structure that is provided by the business canvas available on the website of the contest as well as by following the support provided by the Jugend Grunded business academy.

|   |  |
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| <b>Part 1 - Company</b><br>1 to 3 - company name, product name, slogan<br>4 - Names of team members<br>5 - Vision | <b>Part 2 - Business idea</b><br>6 - Business idea (product / service)<br>7 - Technology and procedures<br>8 - Customer benefits<br>9 - Commented sources on fields 6 to 8 |
| <b>Part 3 - Market</b>  | <b>Part 4 - Sales</b>  |

|   |  |
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| 10 - Target groups<br>11 - Customer needs and willingness to pay<br>12 - Commented sources on fields 10 and 11<br>13 - Competitor companies and products<br>14 - Innovation and USP<br>15 - Commented sources on fields 13 and 14 | 16 - Distribution channels and logistics<br>17 - Advertising<br>18 - Commented sources on fields 16 and 17<br>19 - sources of income<br>20 - Pricing<br>21 - Commented sources on fields 19 and 20 |
| <b>Part 5 - Operation</b><br>22 - Key Resources<br>23 - key partner<br>24 - issues<br>25 - Commented sources on fields 22 to 24   | <b>Part 6 - Planning</b><br>26 - First important steps<br>27 - Target figures<br>28 - Sustainability   |

Another essential phase of the contest is the **business simulation game**.

The simulation game simulates the first eight years of a company's development and involves the participant or the team of participants in:

- Planning and managing the virtual enterprise;
- recruitment and training of employees;
- marketing activities;
- new strategic development decisions each season;
- economic decisions.

No. of mistakes allowed: 5

All participants enter the company simulation with a standard business plan starting with February, each year.

The cumulative success value is assessed in the simulation game. Decisive for this is not only the biggest financial gain: also the product quality, customer satisfaction and sustainable decisions characterize a successful and future-proof enterprise.

## V. Prizes:

Well-reputed institutions offer the main prizes. For example, for edition 2018/2019 non-monetary prizes were offered, most of them consisting in trips to different reputed facilities of leading industry companies:

|  |  |
|--|--|
| 1st Prize  | Donated by Steinbeis Foundation, the winners travel again this time to Silicon Valley / USA.   |
| 2nd Prize  | Donated by Decathlon consisting in a bicycle to each team member.  |
| 3rd Prize  | Donated by Amazon consisting in a 2 day program for visiting different facilities of the company in Germany  |
| Special rate – Atlana Special Award Chemistry              | Visit on Atlana`s HQ in USA (New York city)  |
| Special rate – KLINGEL Special Prize Innovation in Textile | Prize includes the invitation to a European fashion capital. The award-winning team accompanies the chief buyer of the fashion retailer on their shopping tour |
| Special rate – Porsche Prize Digital Future                | An invitation to an exclusive look at the company's Denklabor  |
| Special rate – Sonderpreis Social Start-up by Volkswagen   | A trip to Wolfsburg and Berlin for the winning team  |

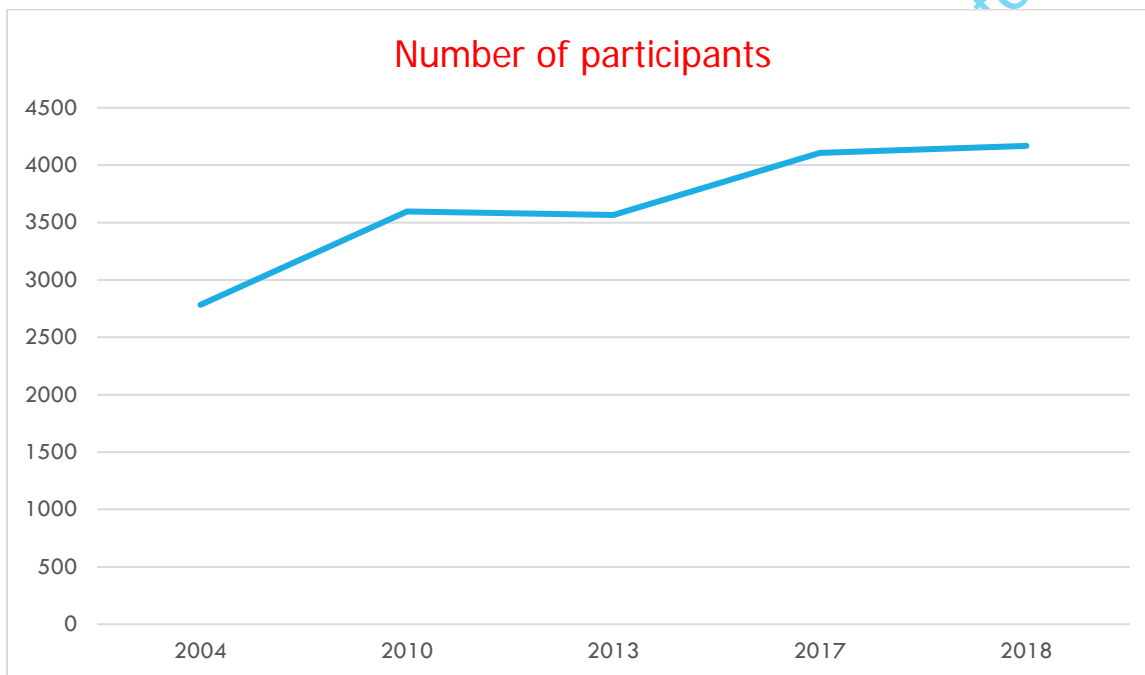
## VI. Patents:

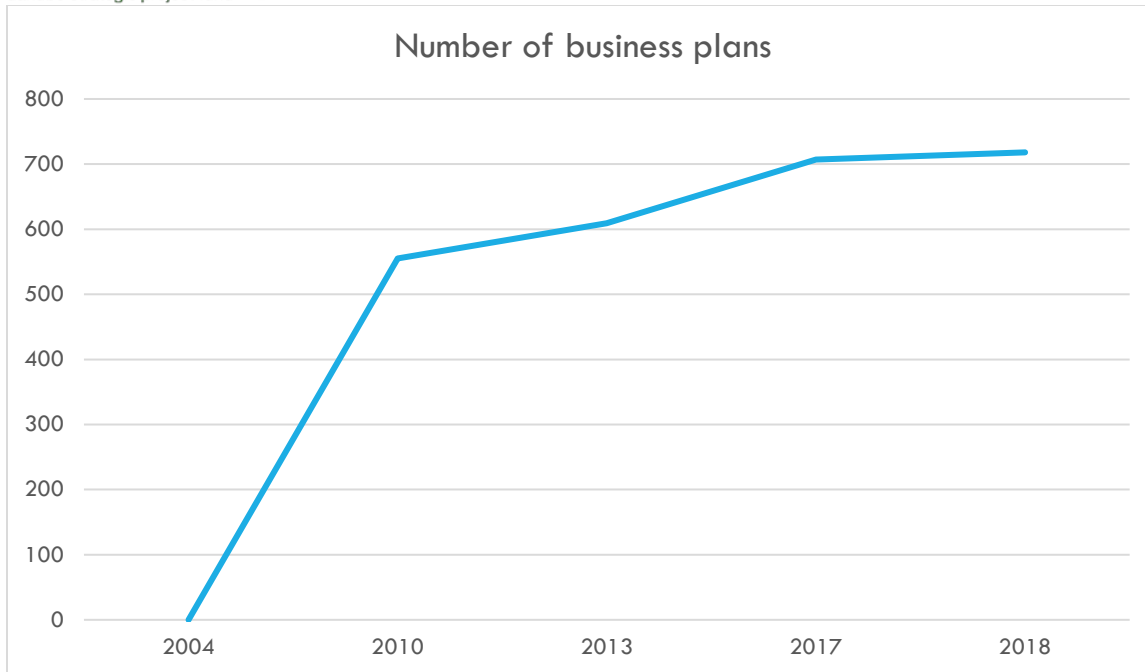
In the JG Business Academy , the various protection options are presented and explained.

If the team is thinking about taking such steps to protect the business idea, than should address this issue before taking a step to the public or participating in one of the presentation events. Because a publication can limit the possibilities for legal protection.

**Note :** Within the period in which the Youth Founding Contest runs (September 1 through July 1 of the following year), participation in other contests is with the business idea that is the subject of the "Youth Founding" Contest to communicate to the "Youth Founds" project office. When participating in such a competition, it should be clearly marked throughout the course of this competition that the origin of the business idea has been developed within the framework of the "Youth Founding" competition.

## VII. Statistics:





**VIII. Contest totem (branding component):**

Winners of the competition are in charge to walk the contest totem duck and take pictures with it.



**IX. The Network:**

Main sponsor



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