



HHL Press Contact

Eva Echterhoff

T +49 341 9851-614

C+49 170 2973 880

media@hhl.de

www.hhl.de

HHL Introduces Its Junior Entrepreneurs

December 8, in Leipzig, virtually and upon request

Leander Burgmer and Maurice Weber want to start a company which works on reducing the CO₂ in the Earth's atmosphere. As a first step of making their business a reality, they joined the new incubator program of HHL Leipzig Graduate School of Management. Together with ten other teams of founders, they are the first graduates of the incubator program. On December 8, the teams will present their newly born business models in Leipzig.

Register at: <https://www.eventbrite.de/e/hhl-digital-space-launch-day-1-tickets-123341589013>

Leander and Maurice had been thinking about this idea for four months. Eventually, they applied for the HHL DIGITAL SPACE incubator program and were accepted.

"Originally, we wanted to create a loyalty scheme for sustainable consumption. This is the idea with which we started the HHL DIGITAL SPACE program. However, we soon realized that, for now, we need to focus on one aspect of sustainability to really make an impact. Now, we are dedicating ourselves to CO₂ offset during the everyday shopping process. We identified a gap and a demand there. There are other compensation solutions but CO₂ offset still means quite a bit of effort for consumers. This what we would like to change with PlanetPoints."

HHL's incubator, the so-called DIGITAL SPACE, seeks to encourage people interested in starting their own business from an early stage — precisely from when the idea is born. Founders from all age groups and backgrounds can join the program; no matter if they are students, researchers or professionals — everyone has the opportunity to receive support for their idea from the very beginning. The three-month program challenges potential founders intensively while offering support from an HHL team as well as external experts from the economy, technology and science. The DIGITAL SPACE wants to help precisely where obstacles might occur in the early phase. For instance, the program teaches participants techniques for interviews with pilot customers, provides recruiting advice in the search for co-founders and opens up primary financing opportunities. Moreover, the HHL DIGITAL SPACE also offers mentoring and guidance for EXIST funding



so that the startup founders are able to secure their livelihoods while continuing to grow the business.

Maurice Weber from PlanetPoints:

"I found it absolutely helpful to learn how to approach the topic of startups in a structured way. We were virtually forced to dissect the problem first. This is very helpful to people who tend to start off directly with finding a solution instead of understanding the problem first."

Leander Burgmer, PlanetPoints:

"To me, it was quite valuable to find myself in a safe environment for the initial contact with a venture capitalist, for instance, without having to prove myself."

With the new DIGITAL SPACE, HHL as a university for entrepreneurs can now accompany the entire life cycle of an enterprise from the idea and the growth phase all the way to the established company and even beyond. HHL's Institute for Family Businesses and Entrepreneurial Succession guides retiring entrepreneurs in handing over their businesses to keep them running for the region. The HHL DIGITAL SPACE supporting founders in the early stages is sponsored by the German Federal Ministry for Economic Affairs and Energy. HHL looks back on more than 120 years of experience in entrepreneurship and ranks among the leading business schools in Europe.

Those interested in starting their own company can apply for the next class of the 12-week incubator program by December 4 at <https://www.hhl-digital.space/incubation/>.

About the event on December 8 — Launch Day

Nine teams of founders present their business ideas to a judging panel, following coronavirus protocols. People interested in starting their own company, investors, mentors as well as stakeholders from the Saxon economy will be in attendance. All participants of the incubator program speak German and are prepared to give interviews at the event. (Please send an email to media@hhl.de).

Other startups from the HHL program

Flottes — Rental service for children's bikes

Lina Roos, 38, und Marc Pethran, 41, from Leipzig, both have kids and were tired of having to buy new children's bikes constantly for a short period of time and a lot of money or to look for used bikes using confusing size charts. That is why they founded



Flottes, an all-encompassing rental service for children's bikes. A subscription allows children to always have the right bike. They are mobile, get exercise and enjoy cycling a lot more thanks to the high-quality bikes. For the parents, this means less effort and therefore more time for the family — maybe for use on joint bicycle tours.

Excelerate — For quick Excel solutions

If you work from home and have to use Excel spreadsheets, you cannot easily ask a colleague and therefore often have to work through a jungle of different help sites in different formats on the internet. The Excelerate team seeks to provide customized, quick Excel solutions for everyday work routines. Thanks to a special platform, Excel users no longer have to rely on varying qualities and formats but can use the integrated search feature to filter, download and model Excel solutions.

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