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## HHL Once Again Front Runner Among Germany's Entrepreneurial Universities

For the fifth time in a row, HHL Leipzig Graduate School of Management has received an award for its optimum promotion of startups from Stifterverband. The Leipzig-based business school once again has earned the top rank in the category of universities of up to 5,000 students in the latest Startup Radar, a study funded by the Federal Ministry for Economic Affairs and Energy, which examines the development culture of startup promotion at German universities. Stifterverband on the decision to honor the respective institutions:

*"... They raise their students' awareness on the topic of startups in an outstanding way, thereby qualifying them by offering an appropriate range of courses and events. The schools support students seeking to start their own business through extensive measures and consultation." (Peggy Groß, Stifterverband Press Officer)*

For years, it has been HHL's core mission to create excellent framework conditions for founders in Germany and, particularly, at a regional level. In addition to a broad range of courses in the fields of startups, innovation and entrepreneurship, HHL also offers a vast number of open formats to promote entrepreneurial spirit in the city and the region.

Says HHL Dean Prof. Dr. Stephan Stubner, Professor of Entrepreneurship and a founder himself,

*"Founders require a special ecosystem. They need like-minded people, investors and a region that offers a non-bureaucratic and flexible environment to the young entrepreneurs. The award shows that, together with the City of Leipzig and the Free State of Saxony, we are on a fruitful path allowing startups to grow. The recognition motivates us in our efforts to create an attractive environment for founders which promotes healthy growth."*

Since the 1990s, more than 300 startups have been born out of HHL creating more than 40,000 jobs. The ranks of successful companies founded with the help of HHL graduates include *About You, trivago, Delivery Hero, IONIQ Group, Spreadshirt, Mister Spex, betreut.de, futalis, die kartenmacherei, ELSTERKIND* as well as SpinLab – The HHL Accelerator.



### **Promoting startup ideas early on**

In its incubator program, HHL offers a 12-week course to anyone interested in starting their business where they can develop their ideas all the way to market maturity. The prospective founders meet like-minded people and are supported by coaches who help them to review their business ideas for purpose and chances of success.

The school has offered this program in the HHL DIGITAL SPACE since 2019. It is funded as part of the EXIST support program of the German Federal Ministry for Economic Affairs and Energy and aims at developing new digital business models.

### **Support for founders from the desire to start a business through infancy and beyond**

HHL offers a holistic cycle to potential founders to accompany them throughout all phases from ideation, validation to the expansion of their business. The course offer includes up to 40 classes on entrepreneurship. Founders can obtain additional, targeted support from

- 1.) the HHL Digital Space – an incubator program for support in the early stages
- 2.) Spinlab – The HHL Accelerator – for young startups taking their first steps
- 3.) HHL's network, the Career Service and events such as the Startup Career Day, Investor's Day, hackathons – supporting entrepreneurs in every stage of the life cycle

### **The Startup Radar**

is a study for which the authors survey all state and state-recognized private universities regarding their services in startup promotion. The ranking then allows universities, politics, the economy as well as business developers to see how far startup culture has been developed at a specific school and where there is potential. The Startup Radar is funded by the German Federal Ministry for Economic Affairs and Energy and is compiled by Stifterverband in collaboration with the Marga und Kurt Möllgaard Foundation. It was first published in 2012.

[www.gruendungsradar.de](http://www.gruendungsradar.de)

### **HHL Leipzig Graduate School of Management**

HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. The 2020 edition of the renowned Global Masters in Management Ranking awarded top places to the education offered at HHL Leipzig Graduate School of Management both in Europe and worldwide (2nd place in Germany, 23rd place globally). HHL was the first private German business school to be accredited by AACSB (Association to Advance Collegiate Schools of Business) in 2004. The courses of study include a university-level, full and part-time Master in Management education in the form of M.Sc. and MBA programs, a doctoral program as well continuing education courses.