



**HHL Press Contact**

Eva Echterhoff  
T +49 341 9851-614  
C+49 170 2973 880  
media@hhl.de  
www.hhl.de

Leipzig, July 1, 2022

## **International, Diverse Founding Teams in Leipzig – Award Ceremony on July 21**

HHL DIGITAL SPACE, HHL's early support for startup ideas, and SpinLab – The HHL Accelerator, which supports young startups from their inception, brings “diverse founding teams” to Leipzig. Particularly talented founders from Germany and Europe want to work on their business models as a part of a program specially tailored to their needs in the trade fair city from July 11 to 22, 2022. The interactive workshops and coaching sessions offered on topics such as sales, marketing, financing or leadership are led by renowned experts. The city of Leipzig, as a cooperation partner for this program, will present the Digital Award for the first time, a prize endowed with EUR 2,000 during the

**Closing Event  
on July 21, 2022  
from 5 to 10 pm  
in the lobby of the New City Hall**

Registration at: <https://www.eventbrite.de/e/leipzig-summer-school-pitch-event-tickets-339941784027>

Patron Clemens Schülke, acting head of the Department of Economics, Labor and Digital Affairs of the City of Leipzig, comments,

*“Leipzig stands for diversity, variety and cosmopolitanism – the perfect place for HHL's Summer School for Diverse Startups. We are looking forward to welcoming participants and hope they will be inspired by our city's great startup scene!”*

Sophia Kuhl, Managing Director of HHL DIGITAL SPACE, says,

*“We consider any founders who deviate from the majority to be diverse. This may refer to gender, i.e., women, intersexual, non-binary, trans or asexual people, but it can also relate to non-white people, age-diverse, neurodiverse people or those with other educational or religious backgrounds and socialization. At HHL, we know that Leipzig is*



*an ideal location for new startups and we offer the expertise and network of our university to the founders.”*

Representatives from the national startup scene, the City of Leipzig as well as partners from the Smart Infrastructure Hub Leipzig network and HHL will join the events so that the participating startups can benefit from their experience. Last year, such a program took place for the first time – and with great success, too, according to Dr. Eric Weber who comments, *“Prodlane, one of the startups, made it to our main SpinLab program and won over investors; Mentessa successfully completed an investment round, and Jupp was awarded a prize by the German government. There are many other success stories for which we paved the way,”* the CEO of SpinLab – The HHL Accelerator continues.

In addition to the professional program, which is offered free of charge, participants also receive a ticket to the MACHN Festival, a startup event held in Leipzig for technology, business and the arts. In addition to attending the individual events, aspiring entrepreneurs can make valuable contacts. They also get access to the SpinLab e-learning platform with well-known founders like Daniel Krauss (co-founder of FlixBus) or Céline Flores Willers (founder and LinkedIn Top Voice). As yet another highlight, the finalist representing HHL Leipzig Graduate School of Management at the European Startup Competition will be chosen during the event. Interested startup teams may send their presentation for this preliminary to [digitalspace@hhl.de](mailto:digitalspace@hhl.de) by July 8.

More details on the Summer School program for diverse startups are available at:  
<https://www.spinlab.co/summer-school>

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

HHL Leipzig Graduate School of Management is a university-level institution with the right to award doctoral and post-doctoral degrees and ranks among the leading international business schools with a focus on entrepreneurship. The goal of the oldest business school in Germany is to educate responsible, entrepreneurially minded and capable leaders. HHL stands out for its excellent teaching, its clear research focus, its effective knowledge transfer into practice as well as its outstanding student services. In 2021, *Stifterverband für die Deutsche Wissenschaft* (Donors' Association for the Promotion of Humanities and Sciences in Germany) ranked HHL as the best entrepreneurial university for the fifth time in a row. Over the last three decades, HHL has produced more than 350 startup businesses which have created over 50,000 jobs. HHL was the first German private business school to be accredited by the internationally renowned AACSB and has since achieved this quality status four times in a row. Read more at: [HHL.de](https://www.hhl.de)