



“We envision a future where integration is seen as a natural and accepted process that enriches our society – both economically in terms of a thriving, innovative and robust economy, but also socially through an open and inclusive culture that welcomes change.”

Our mission is to empower newcomer entrepreneurs to successfully kick-start their own project or business in Germany, thus helping them to generate their own, sustainable income. Overall, our program is to showcase the great potential of newcomer entrepreneurs thus also changing the narrative about the so-perceived burden of integration.

However, starting a business in Germany is a complex endeavour. For newcomer entrepreneurs, in particular, there are specific roadblocks that make it more difficult for them to found a company. **Ideas in Motion** is a unique program targeting newcomer entrepreneurs. It offers a broad spectrum of services that are addressing the key challenges many newcomer entrepreneurs face:

**Workshops & Training:** We offer tailor-made trainings by renowned experts that help newcomer entrepreneurs with developing the concept, business plan and first prototypes of their idea through innovative methods such as design thinking and service innovation. In addition, we also provide trainings that improve key business and leadership skills that will help implement the business.

**Mentoring:** We connect our newcomer entrepreneurs with experienced mentors from their sector. This professional relationship provides them with key insights and contacts that help along the founding process.

**Networks:** We introduce participants to experienced founders and stakeholders from the broader start-up ecosystem. We provide them with contacts to trustworthy service providers in our network that can help with specific tasks, including tax advice, website development or else.

**Funding advice:** We assist newcomer entrepreneurs with mapping their own assets and identifying potential funding sources. We support in preparing documents for formal financial providers and / or help set up campaigns for more novel forms of funding, including crowdfunding.

From March 21 until May 2, 2017 you can support **Ideas in Motion** through our **Crowdfunding Campaign** as part of the German Integration Prize at [www.startnext.com/ideasinmotion!](http://www.startnext.com/ideasinmotion!)

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