

Wirtschaftsförderung
Brandenburg | WFBB

Standort. Unternehmen. Menschen.

Startup Support

Gründung innovativ

Potsdam, November 2026

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Coaching



HR



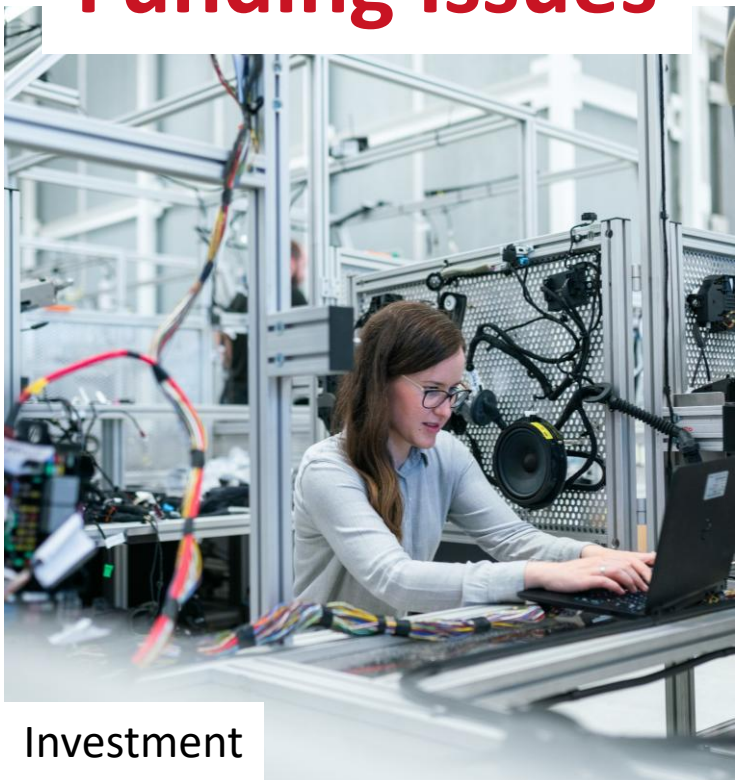
R&D



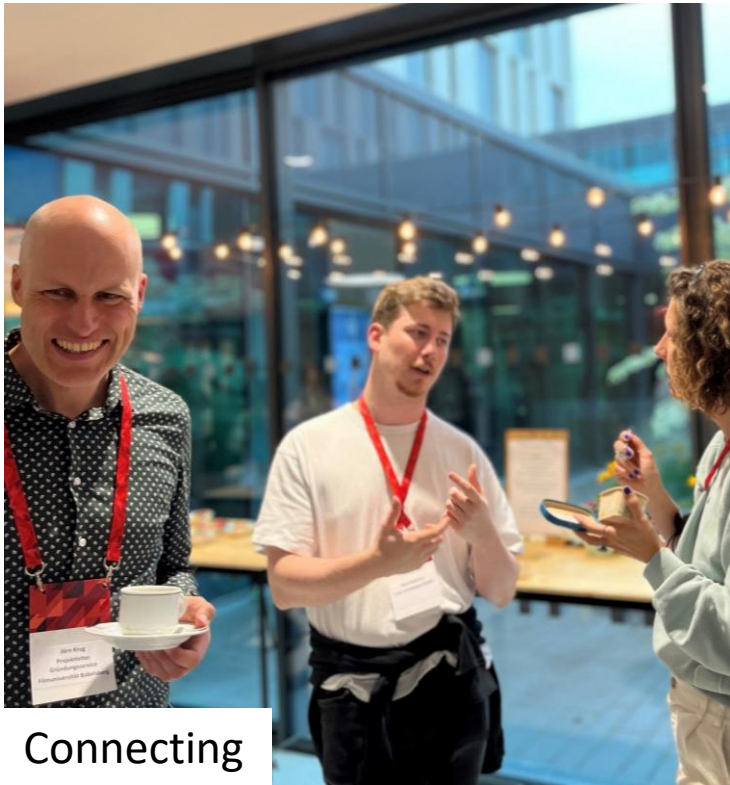
Funding Issues



Internationalisation



Investment



Connecting

Advisory support

Support with the business plan, financial planning, etc.

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(Supra)regional counselling and qualification projects



Promotion of business consulting for SMEs (BAFA)



Business plan development and events

Advisory support **before** the formation

- **Free support** in planning and conceptual preparation from the idea to the startup
- In all districts and independent towns in Brandenburg
- Residence in Brandenburg and the intention to found in Brandenburg is a prerequisite
- In addition, specific support for students at Brandenburg's universities through startup services

Advisory support **after** the formation

- Funding is available for consultations on all economic, financial, personnel and organisational issues relating to business management, specific issues relating to gender equality, equal opportunities, non-discrimination, environmental sustainability and work-life balance.
- 80 % subsidy in Brandenburg
- Maximum eligible consultant fee per consultation is 3,500 euros (corresponds to a grant of 2,800 euros)
- A maximum of 5 counselling days (= 40 hours) per counselling session and 2 counselling sessions per year are eligible for funding.

BPW #wirgründen

GRÜNDER PLATTFORM

DEGUT Messe zum Gründen und Unternehmen

Loans for startups

For your success in Brandenburg

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Mikrokredit Brandenburg

Up to 25,000 euros loan with 3 % interest for companies up to 10 years after formation

Brandenburg GO

Up to 250,000 euros low-interest loan with 80 % release from liability up to 5 years after formation

KfW Startgeld

Up to 200,000 euros loan with 80 % release from liability

Brandenburg-Kredit Gründung

Up to 3 million euros low-interest loan for companies up to 5 years after formation

Venture Capital

Equity-like capital that improves the company's creditworthiness and strengthens its equity position

Further Loans

House bank loans, current account, shareholder loans, family&friends etc.

Startup funding instruments

For your success in Brandenburg

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Programme to support innovative startups and market-oriented social enterprises



Brandenburgischer Innovations-gutschein

Programme to promote research, innovation and technology



ProFIT

Programme to promote research, innovation and technology



Brandenburger Innovations-fachkräfte

Programme for the employment of highly qualified young professionals



Markt - International

Programme to promote international market development by SMEs (trade fairs+consulting)



GRW Gewerbliche Richtlinie

Investment grant for the establishment, expansion, or strategic realignment of business operations

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At a glance

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Who is being funded?



Innovative companies, freelancers, market-oriented social enterprises up to three years after formation

Requirement → Business location in the state of Brandenburg

What is being funded?



- Investment measures
- Non-investment measures
- personnel costs

Objective → Establishment and development of innovative and socially-innovative enterprises

How does funding take place?



- non-repayable grant between 30,000 – 180,000 euros
- Funding rate up to 60 %

Please note → No funding for projects started before approved early start

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What is being funded

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Investment measures

Acquisition and production costs for tangible fixed assets
- Machinery and equipment

Non-investment measures

- Technical consulting services
- Technical development services

Personnel costs

- New jobs related to innovation development
- Executive staff in employment
- Up to an amount of 50,000 euros (employee gross) per person and year

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Who is being funded

Innovative companies

An enterprise or freelance activity is innovative if the object of the enterprise or freelance activity is based on **a new product, process or service that does not yet exist on the market or does not yet exist in this form or combination**. The new product, process or service must have been (further) developed by the founders themselves and must have above-average economic development and **employment potential**.

Market-oriented, socially innovative enterprises (market-oriented social enterprises/MSEs)

MSEs within the meaning of the funding guideline are independent organisations that pursue **social and/or ecological goals** by entrepreneurial means in order to serve the **common good**. To this end, they develop **socially innovative products, services, processes and business models**. The novelty of the social innovations does not have to be absolute but can be relative, i.e. the innovations are new in the specific field of activity or in Brandenburg or they are new combinations of existing elements.

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Requirements



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Company requirements

- ✓ Small **enterprise** or **self-employed person** or, in the case of MSEs, also **non-profit associations** that pursue an economic activity
- ✓ Head office, permanent establishment or branch in **Brandenburg**
- ✓ Startups may not be older than **3 years** at the time of application (business registration, tax registration or entry in the commercial register)
- ✓ Have **not taken over the activities of another enterprise**
- ✓ Have **not yet distributed profits**
- ✓ **Not** founded **through a merger**
- ✓ **Not** listed on the **stock exchange**
- ✓ For innovative enterprises: **Cluster** membership

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Requirements

Personal requirements for the main contact person:

- ✓ Significantly **involved in** the (further) **development of innovation**
- ✓ Member of **C-Level** Management
- ✓ At least **10 % share** in the company
- ✓ Be active in the company on a **full-time** basis (or be active on a full-time basis one year after application)
- ✓ No other partners who are authorised to make changes to the articles of association on their own



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Audit focus: Secured overall financing

Paths to secured overall financing



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- Secured overall financing is central to funding applications, project financing and project planning. It ensures that the project can be realised and does not fail due to financing gaps.
- Overall financing is deemed secured if the applicant's own contribution plus a liquidity reserve is covered by available or committed funds. Possible sources include, for example:

1. Equity
   - Own funds such as account balances or other forms of available liquidity
   - Current account line
   - Equity investments such as capital contributions, limited partnership contributions, silent partnerships, venture capital, business angels, family&friends
2. Debt capital through loans
   - House bank loans
   - Promotional loans
   - Convertible Notes
3. Crowdinvesting / Crowdfunding
4. Revenue
   - Contracts with (pilot) customers
   - Pre-sales
   - Other revenue generation, e.g. through other products / services
5. Project activities that were already implemented and paid for after approval for the early start of the project but before the grant notification (e.g. freelancers have already been paid, and the funds now only need to be drawn down)
6. Confirmation from house bank

Audit focus: Secured overall financing

Hints

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- Post-imputed disbursement of grants
  - Most public grant programmes are *post-calculated*, meaning that expenses must first be pre-financed and will only be reimbursed later through funding calls.
- Realistic commitments and proofs carry more weight than declarations of intent
  - The ILB expects binding evidence (e.g. loan agreements, participation agreements, signed term sheets or customer contracts). Mere letters of intent are not considered sufficient proof of secured financing. The availability of funds must be documented (e.g. bank statements).
- Include a Buffer
  - We recommend including a reserve in the financial plan (e.g. 10–20 %) to absorb potential cost increases or delays.
- Consider Timing and Staging
  - Some financing sources may only become available at a later stage. The plan should therefore show how liquidity will be bridged until then (e.g. via loans).
- Avoid dependencies
  - If one financing component (e.g. investment, revenue, grant approval) is still uncertain, the overall project should not depend on it. The financing plan should include alternative or fallback scenarios.
- Transparency and plausibility
  - All assumptions should be transparent, comprehensible and justified in line with the market.



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Eligible costs

What is funded - funding category „innovation impulse”



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Innovationsimpuls:

- ✓ **Acquisition and production costs** for tangible fixed assets
- ✓ **External consulting** services for the development of new products, services, processes or business models, or to cover a one-time information need
- ✓ **External technical development**, insofar as these are not provided in-house or not to the extent required
- ✓ **personnel expenses** for new jobs (exception: marketing / sales / administration)

Eligible costs

What is funded - funding category „startup salary”



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Gründungsgehalt:

- ✓ **Personnel expenses** for managing persons (geschäftsführende Gesellschafter) in an employment relationship or private withdrawals of managing persons (owners) who each hold at least 10 % of the shareholder shares and work as their main occupation

Eligible costs
What is funded



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Notes on personnel funding in both funding categories:

- ✓ New employees must be directly involved in innovation (further) development – marketing and sales positions are therefore not eligible for funding

- ✓ Funding for personnel expenses is limited until **30.06.2028**

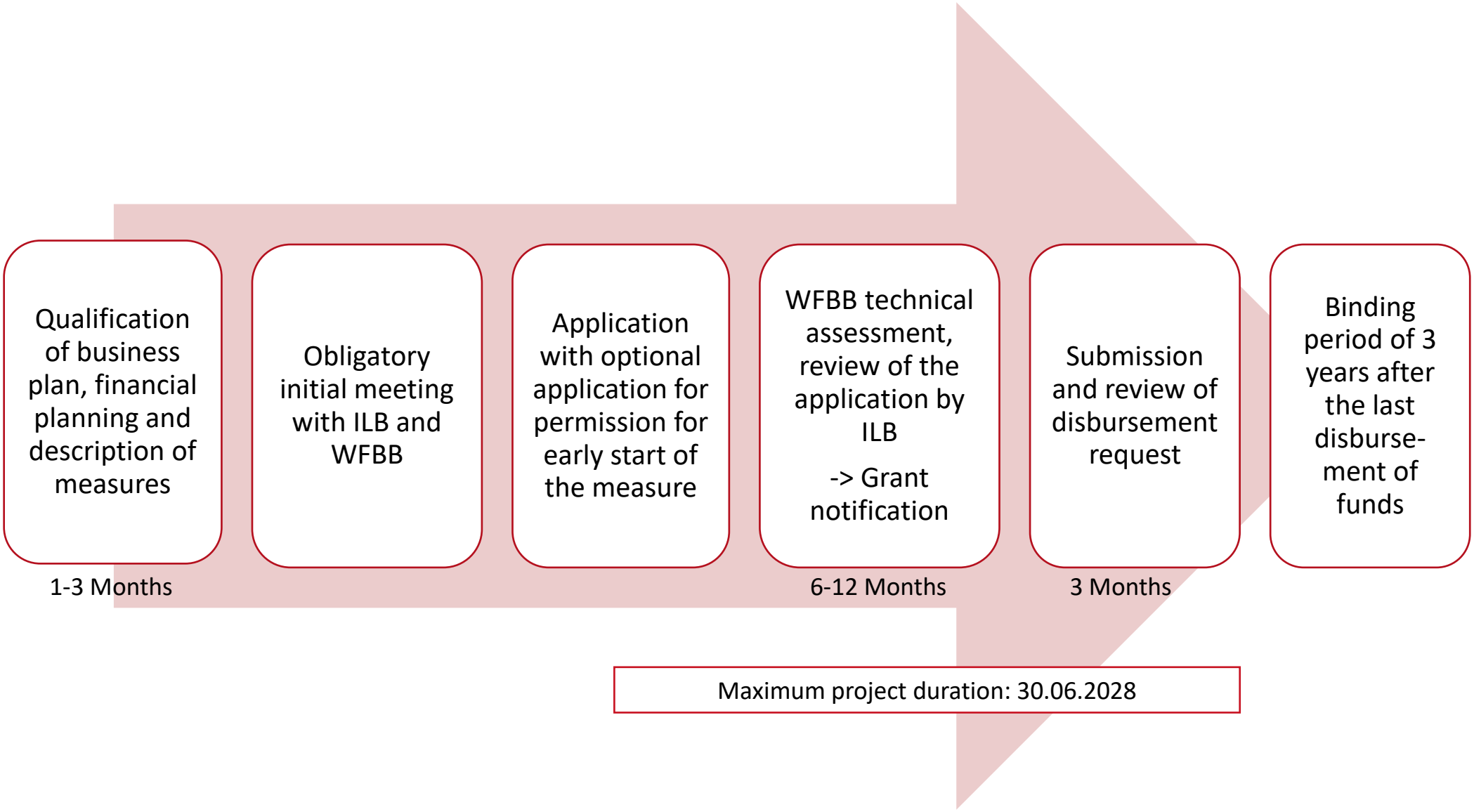
- ✓ Personnel expenses are eligible for funding up to a maximum of **50,000 euros (gross salary)** per person per year (**= grant of 30,000 euros per person per year**)

  per month: 4,166.67 euros p.p. = 2,500 euros grant

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Process

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WFBB Startup Unit
Core Team

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