Getting Biobased Businesses off the Ground –
A Case Example for Private-Public Regional
Biobased Start-up Support

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BioCampus Straubing GmbH
Budapest, 19.7.2016
Agenda

Introduction to „Straubing – Region of Renewable Raw Materials“

Why Supporting Biobased Start-ups?

Regional Support and Incentive Mechanisms for Young Companies working along the Biomass Value Chain:

- Programme „NawaRo Startup“
- Infrastructure Offers
- Businessplan Competition „PlanB“

First Results and Critical Discussion

Transferability to Other Regions
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An Intercommunal Business Development Undertaking

STADT STRAUBING

Gemeinde Aiterhofen

Hafen Straubing-Sand

ZVH
Zweckverband Hafen Straubing-Sand
Chair: Landrat Josef Laumer
CEO: Andreas Löffert

BioCampus

BCG
BioCampus Straubing GmbH
CEO: Andreas Löffert
Chair: Oberbürgermeister Markus Pannermayr

HSG
Hafen Straubing-Sand GmbH
CEO: Andreas Löffert
Chair: Oberbürgermeister Markus Pannermayr
BioCampus Straubing GmbH

- Management of the Cluster Renewable Raw Materials
- Strategic Marketing “Region of Renewable Raw Materials”
- Regional Business Development in the field of bioeconomy
- Green Chemistry Belt ® Support and involvement of the complete value chain within the Macroregion Danube area
Straubing – A Multimodal Gateway to the Danube Region
Infrastructure

Green Chemistry Port: „plug and play“ biomass logistics and conversion

BioCubator: business and start up-center for renewable raw materials

Cluster Renewable Raw Materials: strategic marketing and business development

Pictures: Harald Siegert (top), Herbert Stolz (bottom)
GREEN CHEMISTRY PORT

- Gründerzentrum BioCubator
- BioCampus
- CLARIANT
  Lignocellulosic Bioethanol
- Feed plant
- Reinsch
  Biomass logistics
- Agro Trade
- Agro Trade
- Agro Trade
- ADI
  Rapeseed Oil Mill
- Biomass logistics
- Planned CT-Terminal
- BayWa
  Agro Trade
Competence for Renewable Raw Materials in Straubing

Straubing Centre of Science
10 Chairs, 70 Researchers

Technology & Support Centre & C.A.R.M.E.N. e.V.

Fraunhofer BioCat (IGB)
15 Researchers

State School for biological-technological Assistants (BTA)
Agricultural and Forestal Resources in the Region

140,000 inhabitants: 4000 jobs in agriculture = 11% of total jobs
Biobased Raw Materials: Decentral Picking  Regional Conversion  Central Refinement
Bioeconomy Companies at the Bavarian Danube

Bioeconomy Companies at the Bavarian Danube

+ 20 weitere einschlägige Unternehmen
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Why Supporting Biobased Start-ups?

Status Quo:

- Weak Start-up culture in Germany
- Focus on ICT and software

Importance for Regional Bioeconomy Development

Reasons for Regional Biobased Start-up Support:

- Start-ups and SME = Innovation drivers
- Importance for economic development and stability
- Potential of rural areas

Need for Action on Regional Level
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Selected Regional Support Mechanisms

„NawaRo Startup“ - Support Tool for Office & Lab Space


Incubator & New Dedicated Start-up Labspace
Programme „NawaRo Startup“

Goal:
Facilitating opening of own business space
Through 1 year, 50% subsidy on Rental Costs for lab and office space in the region

Form:
Project funded by City of Straubing and District, Facilitated by Zweckverband; total budget: 50,000 €

Target group:
Start-ups working along biomass value chain

Status:
Currently in advertisement phase
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BioCubator & Startup Centre: Lab & Office Space

40 Companies – 178 Employees
on 3.900 m² office and laboratory space
Infrastructural Offers: Incubator & New Lab Space

Goal:
Enabling Startups from the biotech/material Branch to get access to affordable lab space

Form:
Publicly co-funded measure (80 %)
250 m² of labspace (S1 Standard), subsidized rent conditions (approx. 15 €/m²)

Target group:
Start-ups working along biomass value chain with evident need for labspace

Status:
Currently under construction, first startup moves in late August 2016
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Transferability to Other Regions
When we’re running out of crude oil...

We need a

PlanB

First Bavarian Businessplan Competition for Renewable Raw Materials
Businessplan Competition „PlanB“

Goal:
Stimulating biobased Startups in development phase through coaching, expert networks and prices

Form:
Private-Public cooperation with state-support (50 %) and private sponsors and partners, 2-tiered competition incl. coaching and feedback

Target group:
Start-ups working along biomass value chain and people interested in entrepreneurship in and from Bavaria
Businessplan Competition „PlanB“

Business Coaching
NawaRo Coaching

Media Partner

Sponsors
Ideation Jam
Businessplan Competition

Under the auspices of:
Businessplan Competition „PlanB“

Status:
First round in 2014/2015, 15 participants

Winners:
CASCAT GmbH Industrial biotechnology
Wagner Biogas GmbH Bioenergy/Biogas substrate
Konas Nahwärme GmbH Bioenergy/Biomass district heating

Currently:
Application for first phase open until August 15th 2016

Preconditions:
Bavarian Context, chemical-material or energetic use of biomass
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Transferability to Other Regions
Discussion

• Sustainability of measures!?

• Important: access to capital and funding!

• Critical: IP and patent rights

• Avoiding distortions in support mechanisms

• Start-ups need long-term support and different support in different phases!

• Biobased innovation: complex construct!
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Transferability to Other Regions
Transferability to Other Regions

Bioeconomy = concept with regional basis

Start-ups: tend to stick to their region of origin

Especially rural areas have potential for biobased start-ups

→ Regional bottom-up support can make a difference!

Important: Region should be big enough to ensure critical mass!

Start-ups and SME are important for regional bioeconomy development and should be supported!
Let’s Start Up Green!