



# STARTUP 50+ January 24th 2024

»Special features and success factors for startups 50+«



  
**GRÜNDER 50PLUS**  
IHRE ERFAHRUNG. UNSERE BEGLEITUNG.

Dipl.-Sozialwirt Ralf Sange

Initiator, Social Entrepreneur, CEO and Ashoka Fellow since 2013

# Who we are...



Launched in 2007 as a pro bono initiative by Ralf Sange

“Gründer 50plus 1.0”

2012 Gründer 50plus UG  
2012 winner among others : "European Year of Active Aging  
Social Entrepreneurship Award"

“Gründer 50plus 2.0”

2013 Ralf Sange Ashoka Fellow  
2014 Relocation from Bremen to Munich  
5 partners in the core team  
10 cooperation partners nationwide plus coach pool  
Certified educational institution AZAV

2015 Aktion Beruf und Leben 50plus as a non-profit sister initiative

2016 Google Impact Challenge for [www.Gruender-Ideen-50plus.de](http://www.Gruender-Ideen-50plus.de)  
October Start Blended Learning Courses 1 to 3

“Gründer 50plus 3.0”

2018 Initiative to promote Senior Social Entrepreneurship in Germany

2022 Publication “Senior Social Entrepreneurship” ISBN 978-3658345112

today about 1000 interested and about 200 foundations accompanied

# Demographic development in Germany



- In total, **14.29 million people were born** in Germany in the "Baby Boom" between 1955 and 1969.
- By 2030, about **13 million people** in Germany **will be "retired"**, with just over 42 million people in employment.
- The generation of baby boomers has an **average life expectancy** of 77 (men) and 83 (women) years ...

in good health into old age!

# Social challenge:

## Baby boomers and old age challenge



- **Retirement poverty as challenge in two ways:**
  - financially and
  - low prospect of a meaningful, stimulating, mentally and physically demanding life in old age.
- Issues and **goals of many** in old age: independence, self-determination, meaningfulness
- **Large untapped potentials:** the vast majority of the generation was permanently employed, so they could only partially exploit their career opportunities.
- **No** financial or other **support** from the state **but private initiatives** like Gründer 50plus
- Start-ups, full-time or part-time self-employment and employment beyond the retirement age are **only options for old age for a minority**.
- Establishing an independent existence: a **very worthwhile perspective** for people of our generation.

## To whom we are usefull...

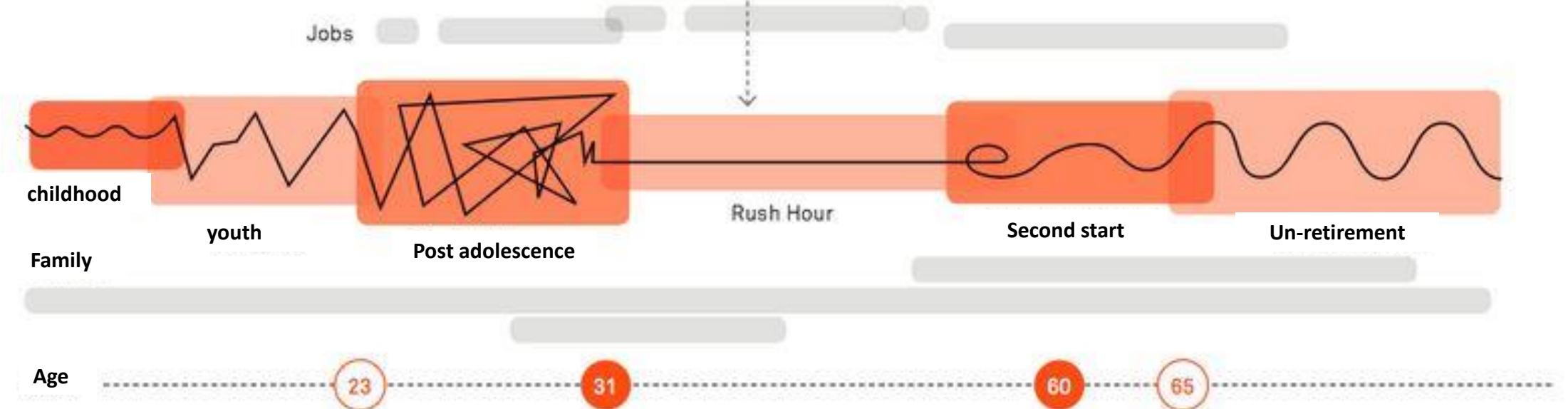


- People over 50
- Professionals in professional upheaval situations, e.g. in transfer companies, job centers and employment agencies who want to use them for a fundamental reboot
- All those who have a start-up idea: You can use us to develop a concept from your idea and from the concept an individually tailor-made business model
- People who want to get mentally fit and physically healthy, think in perspective and plan to do - beyond the usual "retirement age" - meaning and benefit
- People who want to be financially autonomous and independent
- People who want to give something valuable back to society and the next generation as they grow older
- People who value dignity, solidarity, ecological sustainability, social justice, democratic participation and transparency in economic life in the interests of the common good economy.

# How life changes...



## The "multi-graph" of the 21st century



# What motivates older people for entrepreneurship

## FACTUAL INDEPENDENCE

- Time of work
- Place of work
- Self-determined content of the work
- independent of other persons

## FINANCIAL INDEPENDENCE

- Flexibility
- Revenue measured by personal needs
- Regular revenue
- cost control

## FLOW

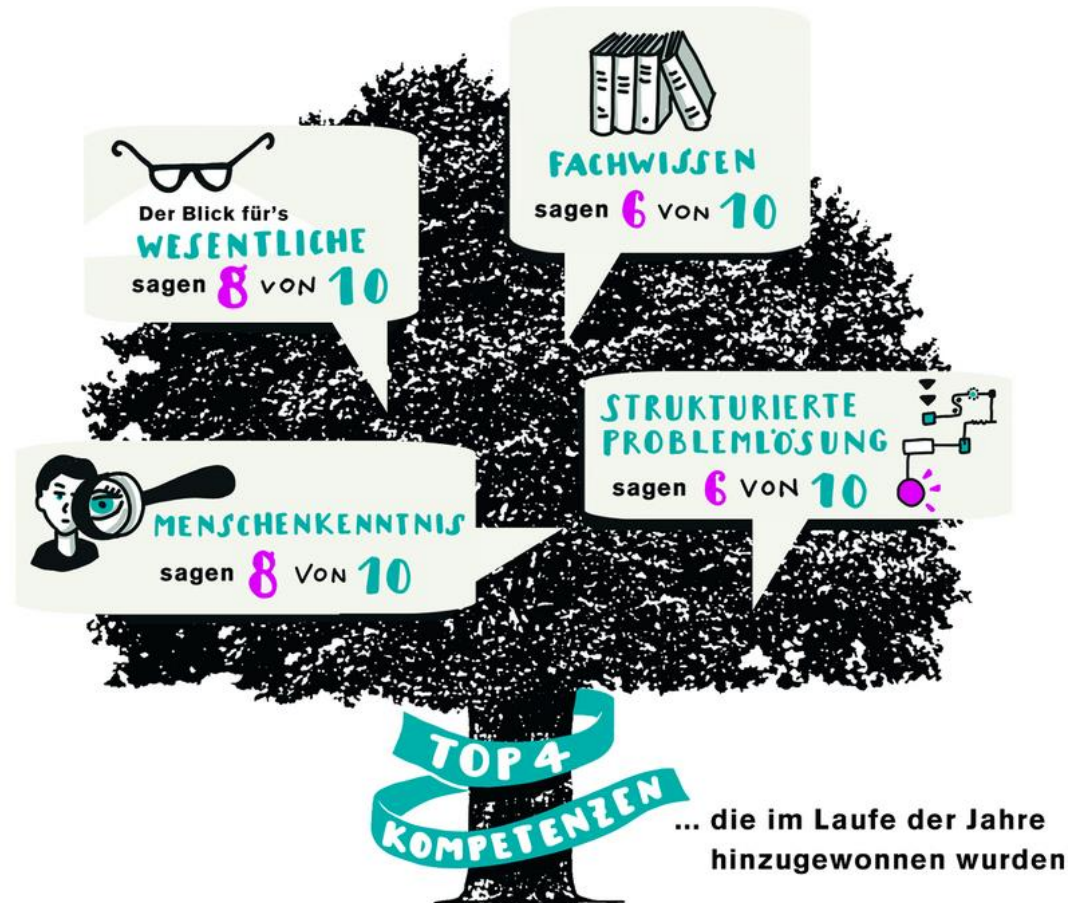
- Neither over nor under-demanded
- Forgotten of time and Room while doing
- Measurable results
- Perfect fit to own abilities

## MEANING

- Individual and subjective
- Experiences conditioned
- Depending on personal values
- „irrational “ (intrinsically)



# Senior Entrepreneurship



## Top-4-competences of elders:

- “The look for the essential” say 8 out of 10
- “Expertise” say 6 out of 10
- “People Knowledge” says 8 of 10
- “Structured problem solving” say 6 out of 10

# Senior Entrepreneurship



## Continue working in old age?

- “I can imagine working in the old age” say 2 out of 3
- “Condition: fun at work” say 83%
- “Condition: to help others with it” says 53%

# Senior Entrepreneurship



## Imaginable ways to get involved..

- “Project or Initiative” say 52%
- “Social Enterprise” say 48%
- “Verein (= Society)” says 44%
- “Foundation” says 21%

# How we work...



## **Information Sessions**

### **Workshops**

Orientation and Intensive Workshops

Turbo and immersion seminars

### **Blended-learning courses**

1. Find and formulate a start-up idea
2. From the founding idea to the foundation concept
3. Implementation of the founding model

### **Coaching**

Individual and group coaching

### **Consultation**

Transfer companies, employment agencies, job centers

Politics, science, business

Public relations, lectures and publications

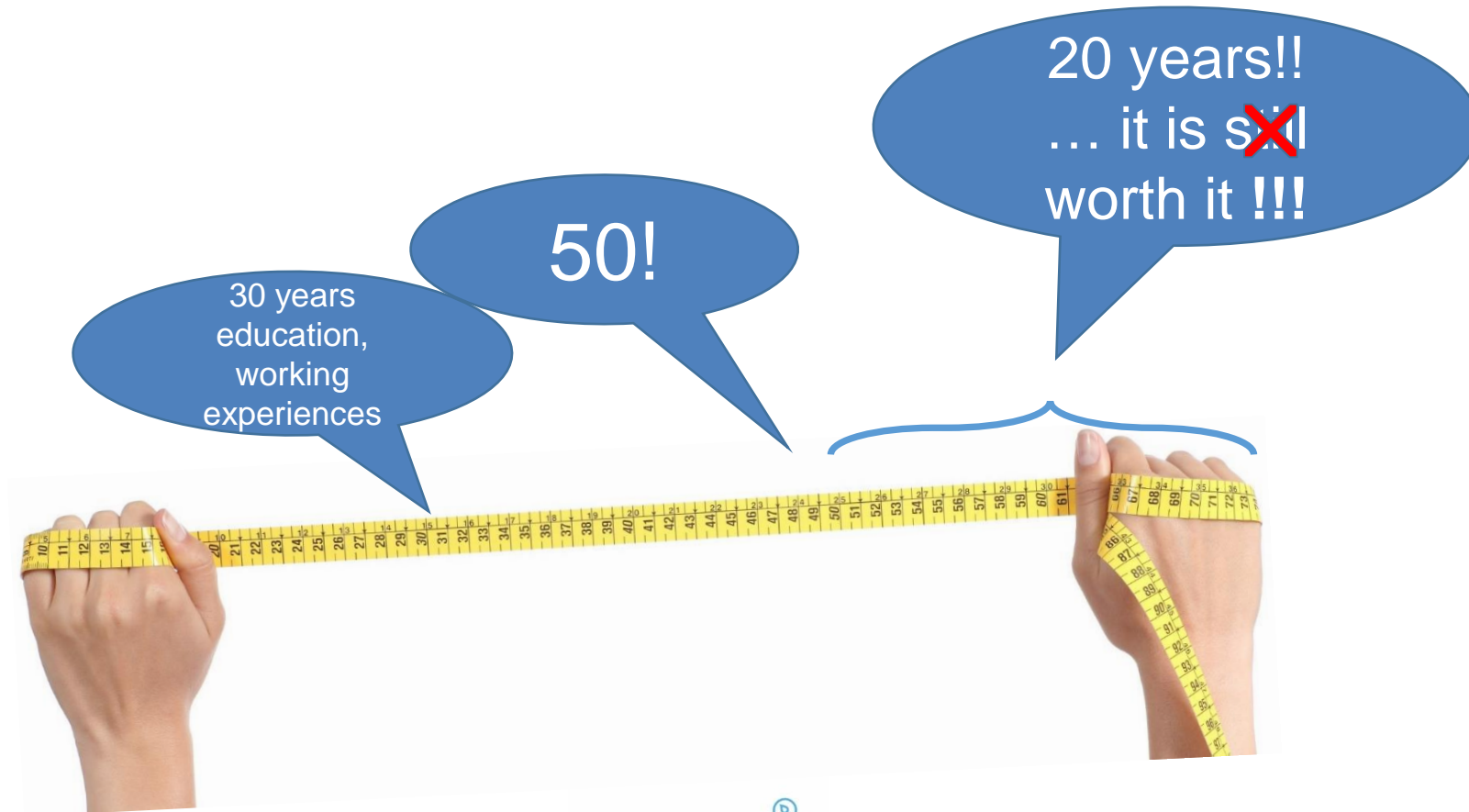


# How we work...

## SCHRITT FÜR SCHRITT ZUR EIGENEN GRÜNDUNG



# The „Tape of life“....



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IHRE ERFAHRUNG. UNSERE BEGLEITUNG.



AKTION  
BERUF UND LEBEN  
50PLUS<sup>®</sup> gUG

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entrepreneurship  
PLATFORM



Gewinner der  
Google Impact Challenge  
Deutschland 2016

