

Outline of Gründer 50plus as a Social Business

"In 2035 nearly half of the people in Germany will be older than 50 years. This means that the number of older people, for a start-up out of the question to take."

Federal Ministry for Economic Affairs and Energy, Germany

"For me, the same applies as for my founders: I need to incorporate into the work the best of me and my environment. Then it works well. "

Ralf Sange, Initiator Gründer 50plus

The demographic trend brings two major challenges to the civil society in the coming years: The danger of depletion increasing age and the need to preserve the society's experience and skills of older as long as possible. The chances, however, that the start-ups Generation 50 plus offer for addressing these tasks are so far largely ignored. Gründer 50plus has made it its task to counteract these developments. The first start-up advice that is to pioneer a new approach to individual potentials aged.

Background is the demographic and social development is, there are more elderly people and a shrinking group of workers against. The danger of depletion age and ever growing number of elderly is growing increasingly in the coming years. The socio-political task is, opportunities for those affected, eg. unemployed, ALG-2 recipients, professional malcontents, with health problems, former self-employed or freelancers, homemakers, caregivers, artists, etc., to make them independent of the threat of depletion age. In addition to a custom-fit by establishing its own existence in time and ensures valuable knowledge and problem-solving skills for future generations can be obtained.

Age poverty in Germany is a growing problem. The poverty rate of the population aged 65 years was in 2013 in Germany at 16.8%. For 29% of people worry about their financial livelihood in old age, first and foremost, the number of working pensioners has more than doubled from 2001 on. One of the reasons is the unemployment rate of the elderly, the re-entry to them is often difficult in an employment relationship. 2015 registered as "long-term unemployed" in Germany 285,000 people in 2015. Thus they are often caught not only in life-threatening financial problem situations, but also in social isolation and discouragement or mentally unsubstantiated illnesses. At the same time this group has exactly longstanding work experience and high motivation, which can be introduced into society.

However, these people have no representation, there are no special programs, most measures of the Federal Government and the promotion of employment, older "long-term unemployed" in mostly precarious work "convey" to. In addition, there are in Germany only a very small number of relevant studies on the subject, in public discourse the issue is practically imperceptible, the more astonishing in the quotas referred to and the permanent presence of the theme "Demography" in the media.

Demographic change means that people are living longer in Germany and many other OECD countries. The retirement age, however, is so far hardly increases and the pension level falls continuously. An increasing number of active and healthy people aged 50 is no longer

integrated into the labor market. The consequences of this development are economically severe: Age discrimination and poverty and galloping costs for the state.

2008: 82 million inhabitants, of which 17 million over 65 years, from 2.6 million in poverty

2030: 75 million inhabitants, of which 22 million over 65 years, from 3.9 million in poverty

(Pre-) creation consult with a network of independent and experienced consultants:

Gründer 50plus contributing to the reduction of poverty in old age, increased self-esteem among the founders changed the views of the social contribution of the older generation and lowers costs permanently for the state. Experienced consultants (50plus) help the elderly to recognize their entrepreneurial potential to mobilize and thereby change the views of the social contribution of the older generation. The offer of Gründer 50plus ranges from (pre-) creation consulting and support of the development of ideas, through coaching, to the construction planning of often scarce financial resources. The special feature: All activities are geared to the needs of older founders. About half of the workshop participants are unemployed or welfare recipients. Public support is approximately 70-80% of the total cost of a workshop or seminar.

- 2021 Gründer 50plus is said to have locations in 32 the number of 75 franchise partners under contract.
- In total, have attended an orientation workshop by the end of 2021 about 19,800 people.
- Until these concerns are at least 5,940 small businesses have been established.

Service: The offer of founder 50plus ranges from (pre-) creation consulting to the monitoring of the development of ideas through to coaching in the implementation of the business plan. All activities are geared to the needs of older founders. A central role is played by group formats. The workshop costs are not covered by the state, a contribution must be supported by the seminar participants themselves (EUR 20-130), belonging to social status and income. Target groups: Founder aged 50 and over (50% of clients are unemployed or welfare recipients).

Social Franchising: To be able to scale the concept is successful, Ralf Sange has decided social franchising as concept. From the franchisees a fee on the sales seminar will be charged.

Who we are and what we do

The initiative Gründer 50plus („Founder 50plus“) has to counter the justified demographic development risk of age impoverishment of a growing number of people in Germany through counseling and support for the creation of independent existences.

The aim is to encourage the parties concerned within the meaning of empowerment to act independently and to make appropriate expert know-how of experienced existence founding consultant for this group of people available. This opens up the prospect founder 50plus those affected to secure their existence in dignity.

CEO Ralf Sange: "The advice is based on our humanistic attitude: all people have basically all possibilities in themselves, they need "only" the chance to develop these potentials. We support them. "

Who we are: Through the award of the "Gründer 50plus" initiative as an award winner of the European Commission as "European Social Entrepreneur of Active Ageing and Solidarity between Generations" and a nominee of the German Elder-Price by Robert Bosch Stiftung in 2013 we received much recognition. In November 2013 Managing Director Ralf Sange was appointed Ashoka Fellow.

In the statutes the Gründer 50plus UG as a social enterprise (social business) is written, pursuing charitable objectives and will at the same time as a social enterprise within the meaning of Muhammad Yunus's concern with social partners in Germany on the one hand locally, on the other hand scale in the area. Currently Gründer 50plus is working together with cooperation partners in Berlin, Leipzig, Cologne, Leverkusen, Frankfurt/M., Bremen, Hannover, Munich, Heilbronn and Kiel.

What we do: The main focus of groups in workshops and additional personal counseling is on the start-up phase: information evenings as low-threshold entry, impulse-workshops on business idea, founder Person and financing (1 day), intensive workshops for the conceptual development and elaboration of implementation maturity of business ideas (three 3-day), then individual coaching before, during and after the foundation (5 days).

Important for start-ups Senior Entrepreneurs those factors are:

- Start-up with the least possible risk,
- relatively rapid establishment,
- the business idea is biographically and intrinsically motivated.

Portrait Ralf Sange, Initiator Gründer 50plus



Ralf Sange, born in 1960, is founder and CEO of social enterprise "Gründer 50plus UG" and the non-profit "Aktion Beruf und Leben 50plus gUG", to help elderly set up a business. The graduate Sozialwirt went through various professional positions, before he became a freelance consultant in adult education, as a coach and staff developer. His focus was on the end of 2002 on the outplacement consulting, ie on the institutional support in professional reorientation for resigning from company employees.

Based on these experiences, he founded in 2007 the initiative "Gründer 50plus" for people who wanted to venture out a business of the most difficult economic circumstances. Following the success of the company he transformed the initiative in early 2012 to form an independent UG, whose Managing Director he is since. The accredited with KfW start-up consultants working in his core team with three employees mainly in his office in Munich, the company has partners in a total of eight fixed locations in Germany.

In 2013 Ralf Sange was named Ashoka Fellow. Ashoka is the world's largest network of social entrepreneurs, whose aim is to overcome through entrepreneurial activities a social problem. Two Ashoka Fellows have already been awarded the Nobel Peace Prize. Other awards received Sange and the company by the European Commission (2012: European Social Entrepreneur of Active Ageing and Intergenerational Solidarity) and the King Baudouin Foundation in Brussels (2014: Social Innovation at the age) and, latest, Google Challenge Award 2015 for the project www.gruender-ideen50plus.de .

Ralf Sange lives and works in Munich. He is married to his second marriage and has five children.

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