

### To all interested experts

We are very pleased about your willingness to support founders from the Startup Port network with your expertise. Our common goal is to lead more start-ups that are successful from universities and research institutions in the Hamburg Metropolitan Region to success. On their way, all these start-ups need external expertise and advice. Since start-ups usually have very limited budgets, we are particularly happy to receive your support for founders. Below, we have summarised the rules of the game for consulting in our Startup Port community. In this way, we want to ensure that the cooperation is purposeful and to the greatest possible benefit and satisfaction of both sides.

### We are looking for this expertise

Experts support founders with specialist knowledge and/or start-up experience. The subject of the counselling or mentoring can be all areas that have a high relevance for founders, for example financing and fundraising, business model development or product development. The development of a start-up personality or questions about the leadership of employees as well as the appropriate team building and development are also relevant topics. The experts are an important part of the Startup Port network. On the one hand, experienced company founders who are willing to share their knowledge and experience with new teams form this. On the other hand, specialists in areas that are relevant during the start-up process are also part of the network, which sustainably strengthens the success of the new start-ups.

### Aim of the counselling

The founders and the experts in the first meeting mutually agree upon the goal of the counselling.

### Scope and procedure

Interested founders can contact experts either via the Startup-Port start-up consultants at the participating universities/research institutions or directly. In the first case, the start-up consultants examine the request and establish contact with a suitable expert.

### Admission to the expertise community

The Startup Port Network is very pleased about the willingness of experts to support start-up teams. Such commitment is a very important success factor for building a culture of entrepreneurship at the universities and research institutions in the Hamburg metropolitan region. In order to structure the consulting process effectively, Startup Port asks for relevant experience of the interested experts in advance and reserves the right to ask for up to three references, which can be checked if necessary. If possible, these recommendations are based on feedback from founders from the Startup Port network or from the start-up consultancy services of the participating institutions.

## Startup Port Guide for Expertise

A prerequisite for inclusion in the list of Startup Port experts is that one or more of the following criteria are met:

- Own start-up experience
- Experience in working with young companies/start-ups, preferably from an academic environment.
- High level of subject-specific competence in fields relevant to start-ups
- Didactic and methodological aptitude
- Access to industry-related, topic-specific or other relevant networks

### Procedure for experts

1. We welcome interested experts or mentors who would like to support founders. Please contact us at [expertise@startupport.de](mailto:expertise@startupport.de) or call +49 40 76629-3141. We will also be happy to answer any further questions.
2. The Expert and Tatjana Timoschenko (Project Manager) and/or Nils Neumann (Head of Start-up Support) will discuss possible topics/sectors or problems for counselling or mentoring start-ups. At the end of this discussion, a joint decision is made as to whether further cooperation seems sensible.
3. Startup Port may ask for proof (see above) of references and experience.
4. Feedback to the applicant about the acceptance takes place on a quarterly basis.
5. In case of acceptance, that person will provide the necessary information for the presentation of the person and expertise within the framework of the Startup Port project. This includes:
  - a. An email address
  - b. If possible, a telephone number, a profile picture, a website and a social media profile
  - c. A description of the expertise or consultancy services offered according to the forms provided by Startup Port for this purpose.
  - d. One of the advice or services offered in the predefined categories and subcategory(ies)
6. The publicly visible presentation in the Startup Port Expertise is voluntary for experts. If you are interested, we would be very pleased if volunteer experts would also create a visible profile in the Expertise module on the Startup Port platform. Our start-up consultants offer to establish contact between volunteer experts and founders if there is a need.

### Principles of counselling for founders

- All information from the counselling sessions is to be treated confidentially.
- The experts advise the founders in partnership with the aim of advancing the start-up project. They respect the decision of the founding team and are responsive to the specific situation.
- Experts have no claim to the intellectual property related to the business idea. The intellectual property remains solely with the founders.
- Experts are receptive to feedback. Startup Port conducts regular evaluations of the consultations and makes the results available to the experts upon request.

## Startup Port Guide for Expertise

- Experts are willing to have their services evaluated and to incorporate the results of this process into the further development of their consulting activities.
- If experts violate the principles defined in this guideline or do not meet the requirements, they can be removed from the expert community on the basis of the evaluation.

### General conditions for commercial expertise offers

- Experts offer the start-ups to be advised a free initial consultation in order to clarify the need for advice and the possibilities of cooperation. Information from the interview must be treated confidentially.
- All experts are personally named on the platform, if possible assigned to an institution and can be contacted. The counselling service is carried out personally and subcontracts are only awarded to a small extent (max. 10%).
- The categorisation and keywording of the expertise profile are based exclusively on the actual skills of the experts. Startup Port must be informed immediately of any changes in the offer. At least once a year, the experts check that the information provided is up to date.
- The experts' pricing model is transparent, clear and binding. The service used does not generate any hidden costs.
- The maximum daily rate of the experts is € 1000 net (including travel expenses).
- All experts are willing to provide the service in the Hamburg metropolitan region.
- The offers may currently still be advertised free of charge. Should the expertise offer on the Startup-Port platform become chargeable, the operator will contact the expert in good time.

### General conditions for voluntary expertise offers

- The voluntary counselling is free of charge.
- Upon request, the member organisations of the Startup Port network will provide suitable rooms for the counselling free of charge.
- If founders do not keep to the agreed appointments during the counselling, volunteer experts can terminate the cooperation at any time.
- Volunteer experts can always be listed on the Startup-Port platform free of charge.
- Founders define a question/need for advice and present it in writing in a short, 1-2 page exposé. This exposé forms the basis for the consultation. On the basis of the defined question, the further procedure is determined between the volunteer expert and the team. The time, frequency and length of the meetings are agreed individually.
- Founders are supported by the start-up consultants in optimally preparing their request so that the counselling by volunteer experts can take place in a time-efficient and targeted manner. Volunteer experts define in advance with the start-up consultants the frequency, scope and time frame that a consultation can take.

### Why you should be part of this

Through the counselling, founders benefit from the knowledge and experience of the experts. This has great personal advantages for the further development of these start-up personalities and teams. At the same time, it also strengthens the location of the Hamburg Metropolitan Region and contributes to securing the future of the region. We are very grateful to our experts for this support.

If you are interested, we offer our experts the following additional benefits:

- Insight into the latest, innovative ideas that have the potential to sustainably change our society and our everyday lives, e.g. at pitch events.
- Participation in networking events of the growing, vibrant startup community from the scientific community of the Hamburg metropolitan region in the vicinity of the Deutsche Elektronen-Synchrotron DESY, the University of Applied Sciences Wedel, the Hamburg Media School (HMS), the Helmholtz Centre Hereon, the Helmut Schmidt University/University of the Federal Armed Forces, the Hamburg University of Applied Sciences (HAW Hamburg), the Leuphana University Lüneburg, the Hamburg University of Technology (TU Hamburg), the University of Hamburg (UHH) as well as the University Medical Centre Hamburg-Eppendorf.
- Benefit from a sincere feedback culture
- Seal of quality by being listed as a Startup Port Expert - this is considered a trustworthy reference in the start-up scene of the Hamburg metropolitan region.
- For voluntary experts, a listing on the Startup Port platform is basically free of charge.