

# Final Press Release – Inclusive Entrepreneurship Summit 2025

## Inclusive Entrepreneurship Award 2025: Recognition for Innovative Founders at the Summit in Berlin

Berlin, November 18, 2025 – The presentation of the first Inclusive Entrepreneurship Award took center stage today at the Inclusive Entrepreneurship Summit 2025 in Berlin. As part of Global Entrepreneurship Week, outstanding business founders were recognized for their innovative and inclusive business ideas.

Five finalists presented their projects live on stage before a jury composed of representatives from the supporting organizations as well as founders with female and newcomer perspectives.

After intensive deliberation — the jury found the decision incredibly challenging — they ultimately chose to honor *two* awardees: the **Female Entrepreneurship Award** and the **Newcomer Entrepreneurship Award**.

The recipients, Marie-Louise Gusmann and Firas Abou Kuba, impressed with their respective projects Groupera and Hedrotec “This award gives us momentum for the next steps – especially through the jury’s feedback and the contacts we were able to make here,” said the award recipients.

In addition to the award, all finalists benefit from increased visibility and new networking opportunities, including through feature profiles on the “Gründen ohne Grenzen” platform (Bertelsmann Stiftung). The winner also receives special invitations, such as to the Federal President’s Citizens’ Festival.

### Summit Sends a Strong Signal for Inclusion and Visibility

The Inclusive Entrepreneurship Summit 2025, organized by KIZ SINNOVA gGmbH, Perspektive neuStart e.V., Social Impact, and FITT gGmbH in cooperation with the RKW Kompetenzzentrum, brought together founders, policymakers, business leaders, and supporters. The event was made possible through the support of The Human Safety Net (Generali), JPMorganChase, Visa Foundation, and the Bertelsmann Stiftung.

The summit focused on female and newcomer entrepreneurs – their experiences, challenges, and how entrepreneurship in Germany can become more accessible and inclusive.

The program emphasized dialogue rather than one-way presentations:

- In a fishbowl discussion, founders with refugee or migration experience shared their perspectives alongside representatives from politics and institutions.
- The Poster Walk highlighted three key questions: visibility, impact, and access.
- During the Speed Networking session, founders and supporters connected directly.

A special highlight was the keynote “Founder Meets Politics”, featuring Dr. Armgard Wippler, Head of the Directorate for Start-ups, Start-up Financing, and SME Financing (BMWK), moderated by Cathérine Ngoli, business psychologist and expert in inclusive leadership. “The direct dialogue with founders is crucial to clearly identify barriers and jointly develop better solutions,” emphasized Wippler.

## **Background**

The summit took place at the Generali Capital Office in Berlin and brought together more than 250 participants. Its goal is to provide targeted support to underrepresented founders and to contribute to a more diverse entrepreneurial ecosystem in Germany.

More information: 🖱️ <https://perspektive-neustart.de/>

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## **Note to Editors**

### **Partner Organizations**

#### **Perspektive neuStart e.V.KIZ SINNOVA gGmbH**

KIZ believes that “the world gets a little better every day when people recognize and live their potential.” Since 1997, KIZ has been developing projects to support entrepreneurs and the self-employed in their personal and business growth. Partners and funders include the EU, federal and state governments, municipalities, employment agencies, foundations, banks, chambers, and business development organizations.

#### **Perspektive neuStart e.V.**

Perspektive neuStart e.V. is dedicated to sustainably supporting entrepreneurs with migration and refugee backgrounds as well as women in entrepreneurship, with the goal of making the start-up landscape in Germany more inclusive. The association is committed to improving the entrepreneurial opportunities of underrepresented groups and to fostering a diverse entrepreneurial ecosystem.

#### **Social Impact**

Social Impact is the agency for social innovation. For more than 30 years, it has been developing infrastructures and projects to address societal challenges, sharing its expertise, and building strong networks. As a driver of systemic change, Social Impact creates innovations for a fair and sustainable society of tomorrow.

#### **FITT gGmbH**

FITT gGmbH, the Institute for Knowledge and Technology Transfer at the Saarland University of Applied Sciences, has been active in start-up consulting for 20 years. As a bridge between business, social actors, and academia, it offers successful support formats for newcomers, refugees, and, more broadly, “people from all over the world.” Its expertise in diversity processes and in guiding organizations through intercultural opening has been a key success factor.

## **Supporters**

### **Generali – The Human Safety Net (THSN)**

Generali in Germany is one of the leading primary insurance groups in the German market and, as part of the international Generali Group, operates in the life, health, and property/casualty segments. Generali's goal is to be a lifelong partner for its customers.

The Human Safety Net (THSN) is Generali Group's global foundation, active in 24 countries across Europe, Asia, and Latin America. THSN's mission is to foster social inclusion and unlock human potential, with a particular focus on early childhood development and the integration of refugees. The foundation partners with innovative nonprofits and social enterprises, mobilizing Generali's resources and expertise to support them.

### **JPMorganChase**

JPMorgan Chase & Co. (NYSE: JPM) is a leading financial services firm based in the United States of America ("U.S."), with operations worldwide. JPMorgan Chase had \$4.6 trillion in assets and \$360 billion in stockholders' equity as of September 30, 2025. The Firm is a leader in investment banking, financial services for consumers and small businesses, commercial banking, financial transaction processing and asset management. Under the J.P. Morgan and Chase brands, the Firm serves millions of customers in the U.S., and many of the world's most prominent corporate, institutional and government clients globally.

As part of JPMorganChase's global commitment to supporting small businesses, and fostering economic inclusion, the firm has been actively assisting underrepresented entrepreneurs in Germany. Over the past five years, JPMorganChase has supported philanthropic initiatives that have enabled more than 1,300 small business in the country to access programs designed to help them grow and adapt to new market realities.

### **Visa Foundation**

Visa Foundation is dedicated to fostering an inclusive economy in which individuals, businesses, and communities can thrive. Through grants and investments, the foundation primarily supports the growth of gender-diverse and inclusive micro and small businesses. In addition, the Visa Foundation addresses broader community needs and provides disaster relief in times of crisis.

### **Bertelsmann Stiftung**

The Bertelsmann Foundation is committed to supporting entrepreneurship in both quality and quantity, with the goal of shaping a sustainable social market economy. Inclusive entrepreneurship plays a key role in this mission, as it enables greater access for groups that have so far been underrepresented in the entrepreneurial ecosystem.