

# Senior Social Entrepreneurship

## Social Entrepreneurship?



# Senior Social Entrepreneurship



## **Ute Büchmann**

Büchmann Seminare KG  
Preetz

In 2006, at the age of 52, Ute Büchmann discovers a gap: According to her research, there are still no offers for mental senior citizen support. She founds “enior care assistant”, which becomes the company Büchmann Seminare KG in 2007 and qualifies experienced senior citizens as senior assistant assistants.

Senior Assistants, as self-employed service providers, accompany older people with or without care in the home environment and ensure their social participation in social life. Initially organized regionally In Preetz in Schleswig-Holstein, the concept is known as the Plön model. Further seminar locations in Hamburg, Berlin, Leverkusen, Nuremberg and Kempen in North Rhine-Westphalia are added. In addition to the support for seniors, the model also offers people after the family phase, a new entry into professional life.

# Senior Social Entrepreneurship

Summarized:

- Senior social entrepreneurs...

solve **societal challenges** with an **entrepreneurial approach**.

- The goal is...

to generate both **financial** and **social added value**

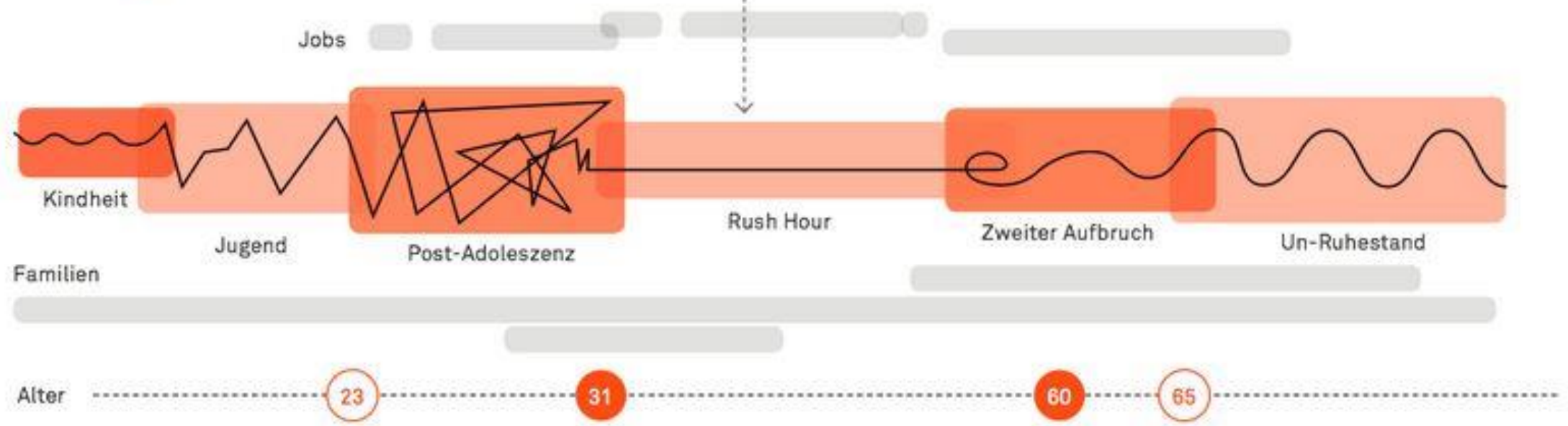


# Senior Social Entrepreneurship

Die Biografie des  
Industriezeitalters:



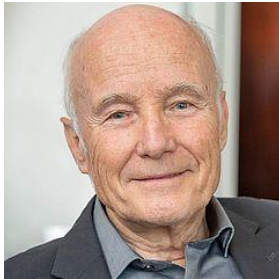
## Die Multigrafie des 21. Jahrhunderts



# Senior Social Entrepreneurship

- Unternehmerisches Handeln
- Hohe Wirkungsorientierung
- Angestrebte finanzielle Unabhängigkeit von Fördermitteln und Zuschüssen in Wohlfahrtsstaaten
- Oftmals hybrider Unternehmensaufbau
- Innovative Finanzierungsinstrumente
- Hohe Vernetzung (z.B. Franchising, Konferenzen, ...)
- Skalierbarkeit der Geschäftsmodelle
- Stärkung der öffentlichen Wahrnehmung

# Senior Social Entrepreneurship



**Dr. Bernward Jopen**

Leonhard gGmbH | Unternehmertum für Gefangene  
Gräfelfing

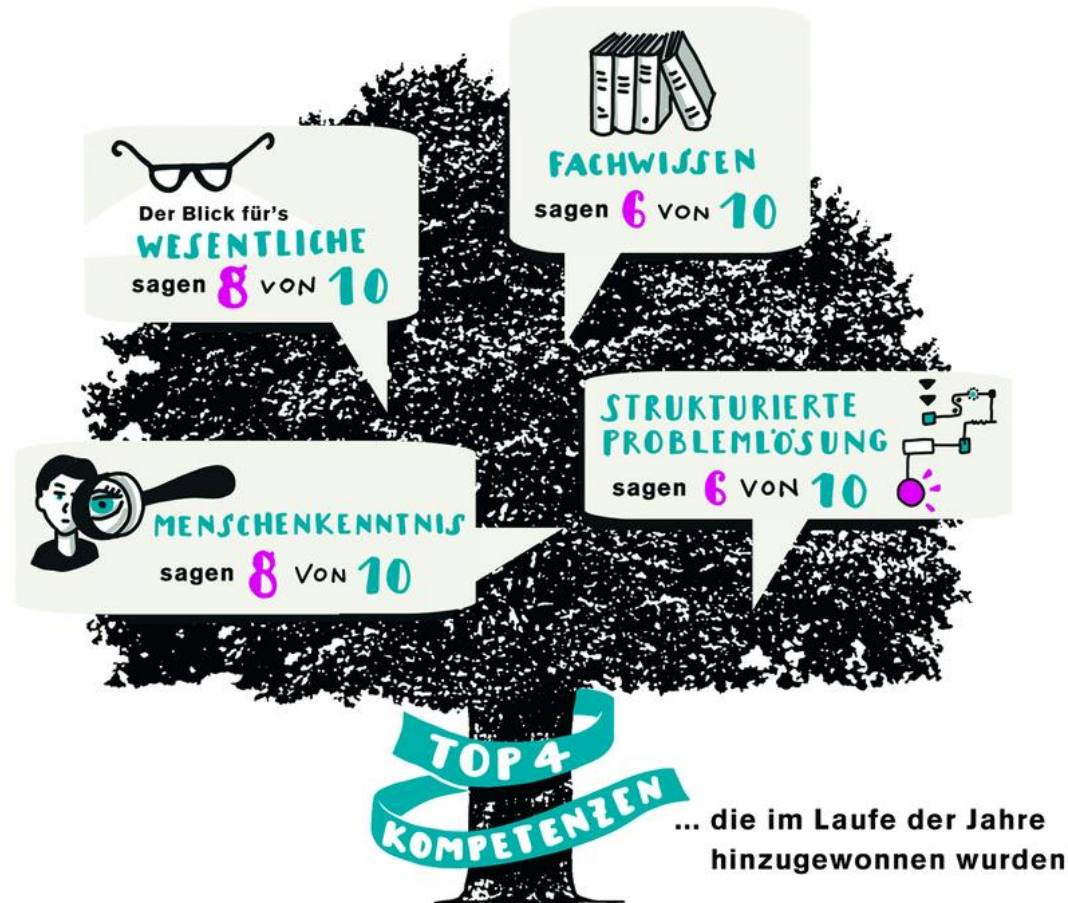


**Anna Vonnemann**

ReMoD  
Berlin



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## Top-4-competences

- “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

## What motivates older founders

### 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

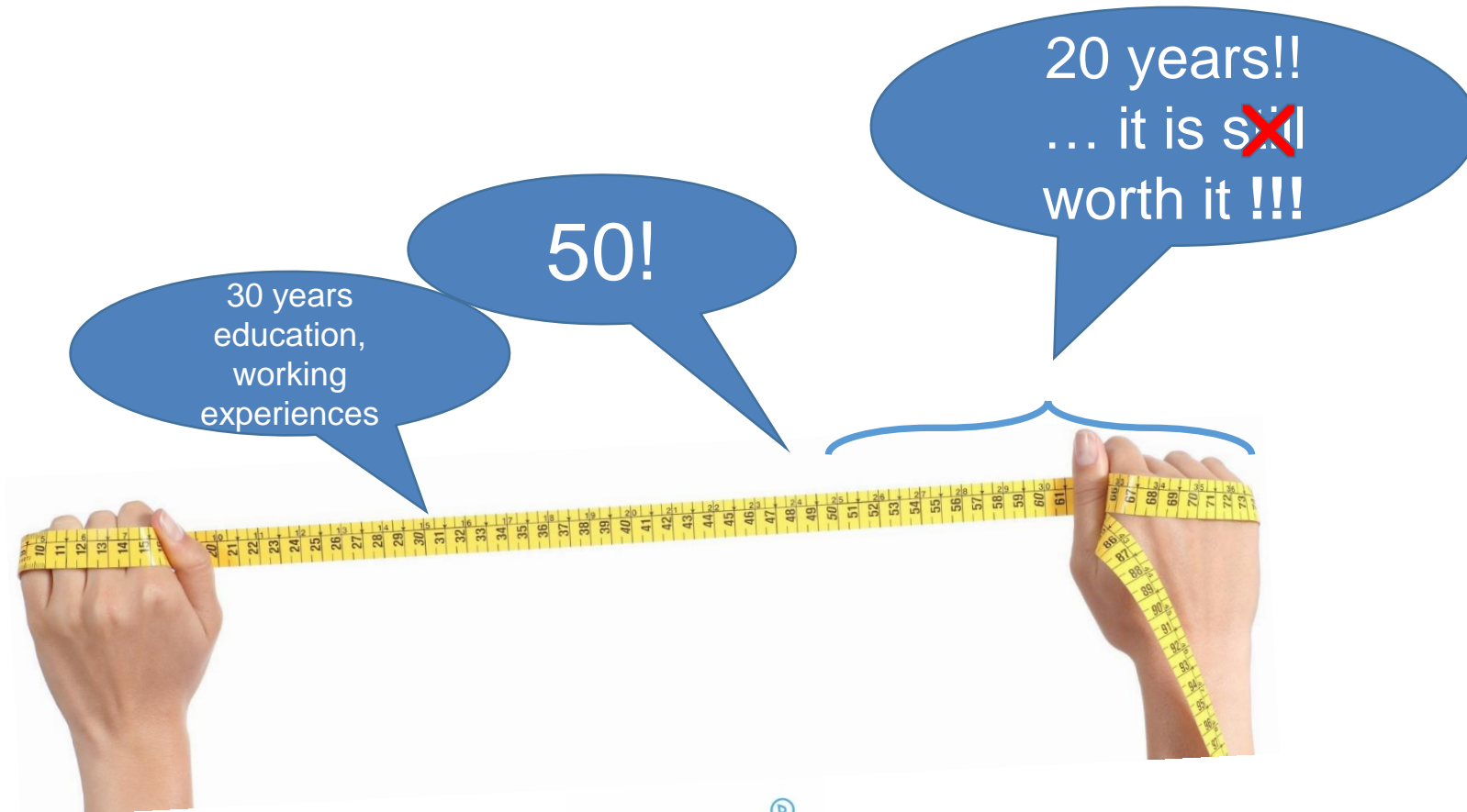
- Neither over nor under-demanded
- Forgotten of time and Room while doing
- Measurable results
- Perfect fit to own abilities

### MEANING

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



# The „Tape of life“....



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and **Solidarity between Generations 2012**

