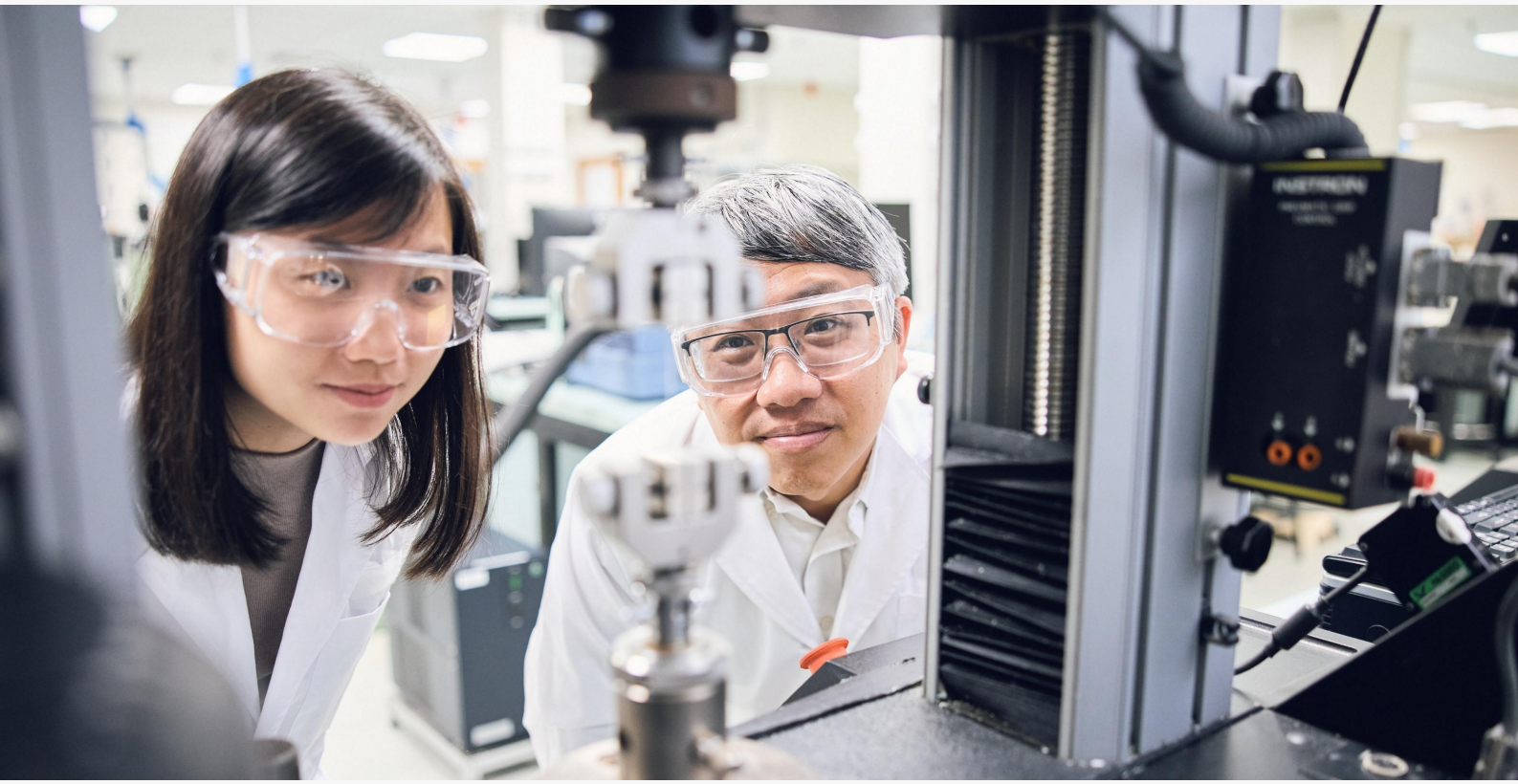


Start-up Your Dream

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As a “partner to society”, Porsche is committed to addressing global social challenges — for example, improving living conditions or dealing with the consequences of climate change. “Start-up Your Dream” aims to reach as many people as possible in key societal areas. The support is built on four pillars — education, networking, mentoring, and financing — and is tailored to the needs of bold and creative founders. This combination ensures that startups receive not only financial, but also strategic and operational support, with a focus on the quality and sustainability of the program. The program is a central component of Porsche’s social sustainability efforts.

With “Start-up Your Dream”, Porsche aims to create targeted momentum in these fields by supporting startups that offer solutions addressing the root causes of societal challenges and can therefore make a long-lasting contribution. By supporting startups, the goal is to scale social innovation and reach as many people as possible worldwide in the areas of societal engagement that are important to Porsche.

Under the motto “Opportunities for People”, Porsche is particularly committed to self-help projects

that strengthen individuals in their living and working environments — and support them in pursuing their personal aspirations. Instead of implementing projects exclusively on its own, Porsche supports startups whose innovations also address social issues.

MEDIA ENQUIRIES



Thomas Hagg

Director Politics and Society (ad interim)
+49 (0) 711 / 911 24542
thomas.hagg@porsche.de



Maximilian Steiner

Team Lead Stakeholder Networks and Society
+49 (0) 170 / 911 6083
maximilian.steiner@porsche.de

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