

**Günter Faltin is
Professor of Entrepreneurship at the Free University of Berlin.**

In 1985, he started the Teekampagne (“tea campaign”), a venture that turned the German tea market upside down by betting on consumer education, transparency and traceability. Faltin introduced a new business model: selling pure Darjeeling tea, controlled for chemical residues, in large packages, by mail order, at extremely competitive prices, while supporting the economy and ecology of the region of Darjeeling. Today, the company is Germany’s market leader in mail-order tea sales and the largest importer of Darjeeling world-wide.

Faltin initiated the Berlin-based “Entrepreneurship Lab” and has been a business angel for successful startups, including eBuero AG, Direkt zur Kanzlerin GmbH, RatioDrink AG, and PaperC GmbH. Through the Faltin Foundation for Entrepreneurship, he promotes a new culture of entrepreneurship in Germany. In the United States, the Price-Babson Foundation recognized him with an award “for bringing entrepreneurial vitality to academe.” In 2009, he received the Deutscher Gruenderpreis, as well as an award from Germany’s Federal Ministry for Economics and Technology for his idea of “founding with components.”

In his best-selling book *Kopf schlägt Kapital* (Munich: Hanser, 2008), he proposes a radically new approach to generating new entrepreneurial ventures.