**Transcript Nadine Roth – Feminist Law Clinic**

April 10, 2025, 10:02AM

**Brandon Ching 0:05**  
OK. Can you please briefly describe your background and what led you to start your company?

**Nadine Roth 0:14**  
Coming from a background within HR management, combined with languages—yeah. I want—now I have an additional background, so I decided to deep dive into another direction, which is within health management.

0:37  
So, I would like—with my new startup, with my company—to combine these both: HR management and health management together, and have a social impact also.

**Brandon Ching 0:58**  
OK. And how does your previous experience shape your approach to entrepreneurship?

**Nadine Roth 1:04**  
To be honest, I don't feel well prepared. Coming from 15 years of working within companies as a long-term employee, we are not really prepared for that kind of stuff. I finished my studies a few years ago, and at that time, I was not really into entrepreneurship at all. So that was something that developed and changed in the last couple of years.

**Brandon Ching 1:37**  
OK. And what is the core mission of your startup?

**Nadine Roth 1:41**  
I would like to have sexual health included in society as normalized as possible.  
And with my company, try to have an impact on how people—within their employment fields and also politics—have a view on that kind of topic that is still stigmatized.

**Brandon Ching 2:08**  
And how did the political climate surrounding the German general elections in 2025 influence your business decisions?

**Nadine Roth 2:16**  
Not only topic-related, but also related to the whole financial instability.  
So this is, of course, a point that affects, I think, every person that is willing to invest in their own business—despite the content. But for myself, it's a topic that is already underprivileged.

2:41  
So it's a marginalized topic with a lot of taboos, which makes it a difficult topic.  
Then it also includes feminist and queer-friendly approaches, so it involves a lot of insecurities with regards to the whole shift in values that is currently happening in the world—coming from the United States and also from Russia, and increasingly within Europe, with Hungary, Romania, and so on.  
So this has a huge impact.

**Brandon Ching 3:25**  
And have you had to pivot or adjust your business model due to any anticipated or actual political shift?

**Nadine Roth 3:31**  
It is... it's a burden when it comes to going out with the business. So I’m reconsidering keeping it a bit quiet and not moving that aggressively forward, because my topic needs to be placed a bit aggressively—not in terms of tone, but it’s a topic that has to come out louder.

4:02  
And now, the opposite is the case. So I don't know how the world will react. I don't know if I might be prosecuted or if I might have the same clients as I would have had before this change... “tech oligarchy” what’s happening here from the right side.

**Brandon Ching 4:30**  
And what major strategic decisions have you made due to the German general elections in 2025?

**Nadine Roth 4:37**  
Originally, I said I would like to collaborate more within politics. Or this is what I do—even more than before—signing more petitions, contributing to parties. So overall, that.

4:55

But within my specific case, my case is... I do have a lot of other struggles due to the German structure and system of support when it comes to funding and support when it comes to starting my own business. So yeah.

**Brandon Ching 5:18**  
Yeah. And what role did political uncertainty play in your decision making?

**Nadine Roth 5:23**  
The whole answer is—yeah, it’s the main point. Uncertainty. But I'm not uncertain about my topic, neither my competencies, nor my business. I’m only uncertain whether I will get enough support when I’m already part of a suppressed group in this world.

**Brandon Ching 5:51**  
And did you implement any risk mitigation strategies to prepare for any political shifts?

**Nadine Roth 6:00**  
You mean when it comes to the business itself?

**Brandon Ching 6:04**  
Yeah.

**Nadine Roth 6:05**  
Yeah, I mean pausing is—for now—it’s not a strategy, but it's something I’ve been forced to do.

**Brandon Ching 6:12**  
OK. And have you actively engaged with policymakers or advocacy groups regarding startup-related policies?

**Nadine Roth 6:20**  
Yes.

**Brandon Ching 6:21**  
OK. And what challenges or opportunities have you encountered in this engagement?

**Nadine Roth 6:29**  
Within politics, I think people are now more aware that we have to have a counter-movement in order to fight for our democracy and for our rights. I do see more civil courage here. I do see a bit of a change when it comes to public media and what topics are now more openly discussed—not with that sense of, “Oh, I don’t know how to communicate this topic because it’s too political.”

7:13  
So the influence, I think, is changing a bit. But to be honest, there is a lot of work to do. I think we should change two easy measures—two easy points that could make a big difference. The Left Party—Die Linke—is focusing on topics like that, but also... yeah. Let’s see what happens in the future.

**Brandon Ching 7:44**  
Yeah. And how do you perceive the role of entrepreneurs in shaping political discourse and influencing policies? Do you believe that startups should actively engage in politics or remain neutral?

**Nadine Roth 7:54**  
Could you please repeat the question? I'm sorry, I didn’t understand correctly.

**Brandon Ching 7:59**  
Just wondering what you perceive the role of entrepreneurs to be in shaping political discourse. And do you think they should actively engage in politics or remain neutral?

**Nadine Roth 8:07**  
Yes, yes—they should. Everyone should, to be honest. Everyone should, since it has an impact. And especially for entrepreneurs who say they have a social impact. To me, it’s pretty important—and has always been—to have a social impact.

8:26  
And due to my experiences within HR management, I also have a good understanding of how markets work. And I can tell—for me, and for more people—it’s getting even more important to understand whether the company I would apply to, or the company I am interested in working with, is aligned with my values.

8:54  
So this is also a factor that’s extremely important: to see who is really standing up for specific rights and values, and who isn’t. Of course, there are organizations that already provide certificates to companies, but they should keep doing that, and companies should proactively take a stand—“Yes, we don’t tolerate this kind of behavior”—and this will also influence the people we work with. And this is also part of my business idea. But we are not here to talk about my business idea. But yes, the impact... yeah.

**Brandon Ching 9:48**  
Yeah. And so looking back, do you believe that the elections have had a lasting impact on your business strategy?

**Nadine Roth 9:58**  
Yes, they did. And it is still currently having an impact, because I’m evaluating whether I might move out of Germany, to be honest—because there are way more startup-friendly countries than Germany.

10:18  
Yes, we do have a global problem here. But structurally, there are other countries that support young startups and entrepreneurs way better—due to less bureaucracy and due to understanding the value of the future. Germany is not... I don’t know. To be honest, I’m a bit disappointed by Germany.

**Brandon Ching 10:49**  
OK. And so if you could propose a policy change to benefit startups in Germany, what would it be?

**Nadine Roth 10:55**  
Yes, I would tax the rich. That’s one thing. I think without taxing the rich, we will not get anywhere further. So that’s one point. The other point is: in Germany, we have around 40% of work that is not paid.

11:19  
If we could transform these 40% into a whole economic sector, that would be a huge advantage for the whole country, for the people themselves. We must shift our perspective on what is valuable time—what is time we can refinance, reuse to strengthen our internal market—and use the capacity, the power, the willpower, and the time of people who are already doing this kind of work.

11:59  
We have to give them more credit for what’s happening and use it as an economic market. They can do incredible, incredible stuff. To be honest, what we see in this sector is like a parallel society building up within the whole system.

12:30  
For example, in the public health sector, people don’t find the necessary measures, so they go to private coaches, private healthcare. So it’s a whole other sector, and we could use that to change the perspective on that type of work.

**Brandon Ching 13:04**  
And what barriers do you see in implementing such changes?

**Nadine Roth 13:10**  
Mindset change is crucial. We do have the opposite happening. The wealthy want to remain in that position. No one wants to give away power. So I see a lot of structural problems—especially when politics doesn't want to tax the rich, then it’s the whole system.

13:37  
The whole system is not working. We are in the final state of capitalism that didn’t work out, and we have to find out how to come through this, or how to overcome it. We cannot expect new outcomes with the same strategies.

13:58  
It has to be completely new. And there are people screaming out internationally, within the EU, asking to “tax the rich” and change this whole society.

**Brandon Ching 14:15**  
And do you have any final thoughts on how politics and entrepreneurship intersect?  
Is there anything we haven’t covered that you think is important to include in the study?

**Nadine Roth 14:25**  
I think people that are now struggling—and they have good ideas—they should be supported even more. They are not only confronting the same struggles as everyone else, but specifically marginalized people also face systemic challenges here in Germany.

14:41  
So yes, making that clear, pointing that out, and also giving more perspective on how these challenges both support entrepreneurs but also keep them... small.