

SRII India Summit

November 6-7, 2014
Bangalore, India

**Knowledge Transfer and
Startup Support**
The Bavarian Best Practice

Freimut Bodendorf



Founded 1742

2nd largest University in Bavaria

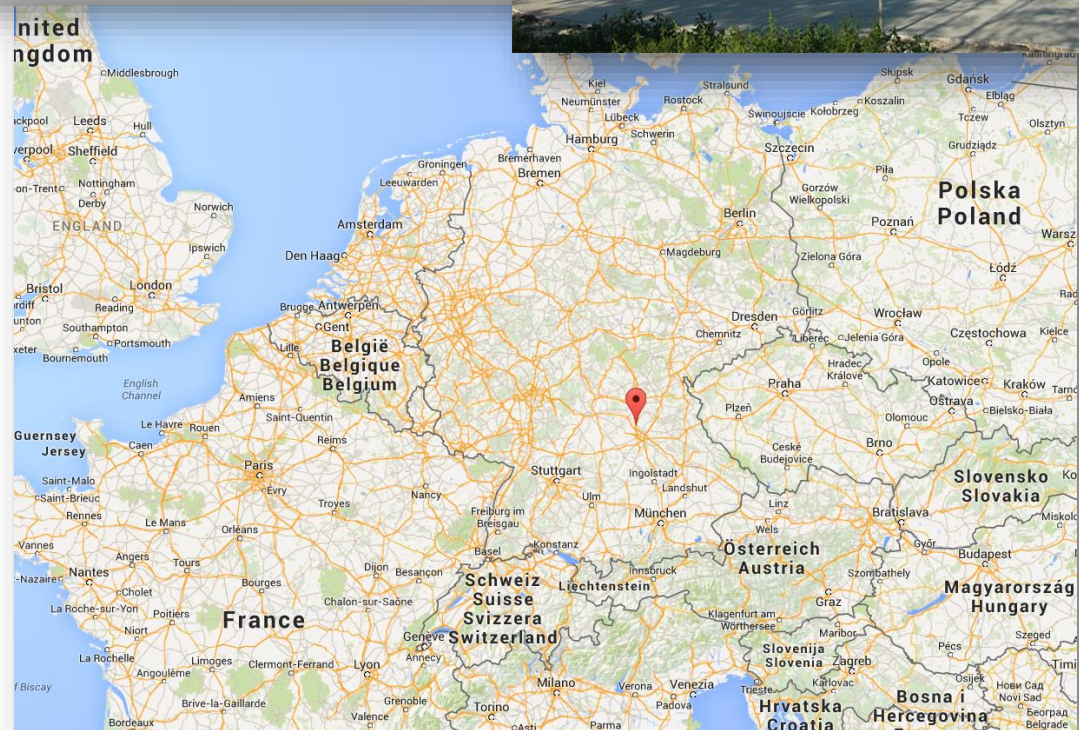
- More than 270 chairs
- 12,000 employees
- Around 40,000 students



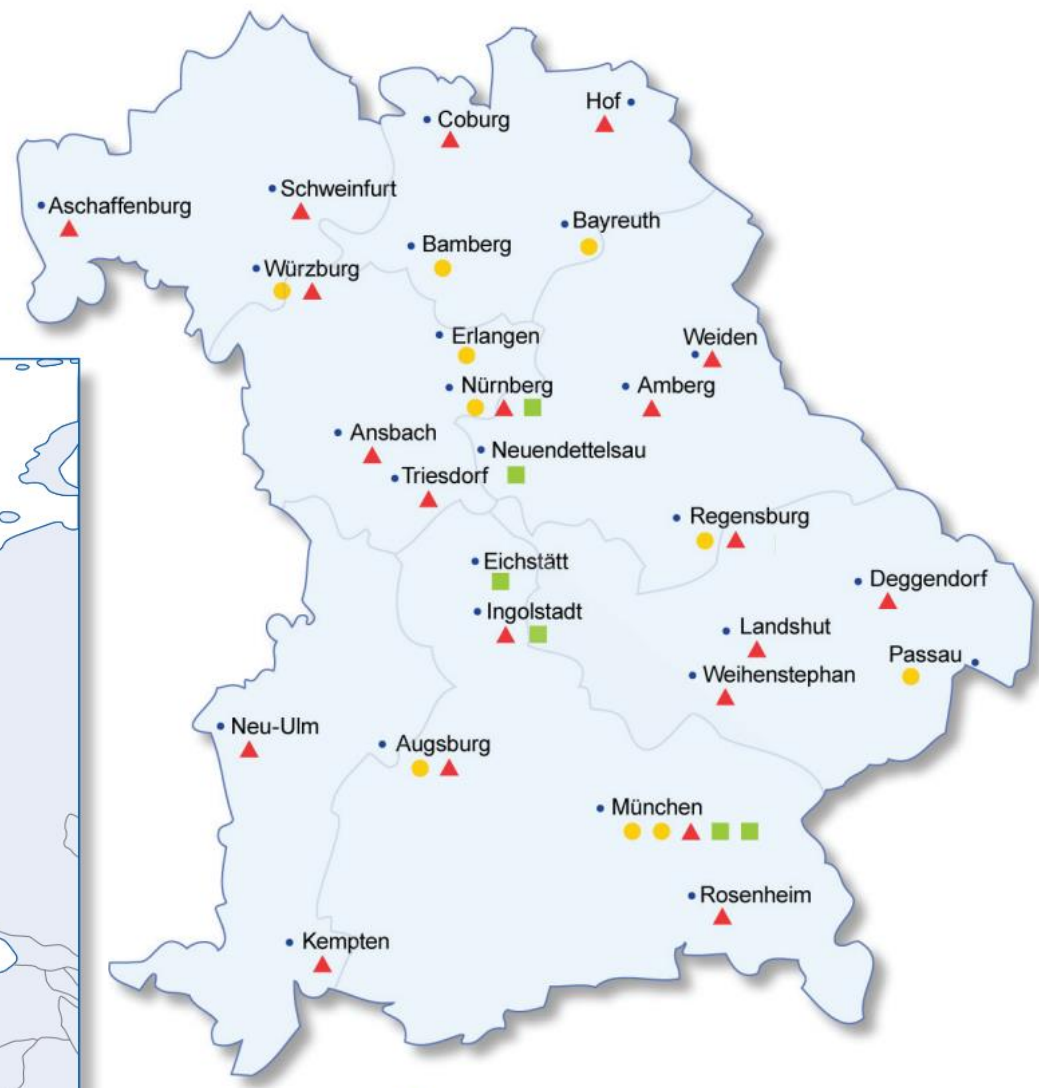
School of Management and Economics

**Founded 1918 as Nuremberg School of
Commerce, integrated to FAU in 1961**

- More than 5,000 students
- 46 chairs
- 7 bachelor programs
- 9 master programs
- 10 institutes



- Founded in 2000
- Network of 31 universities



Mission

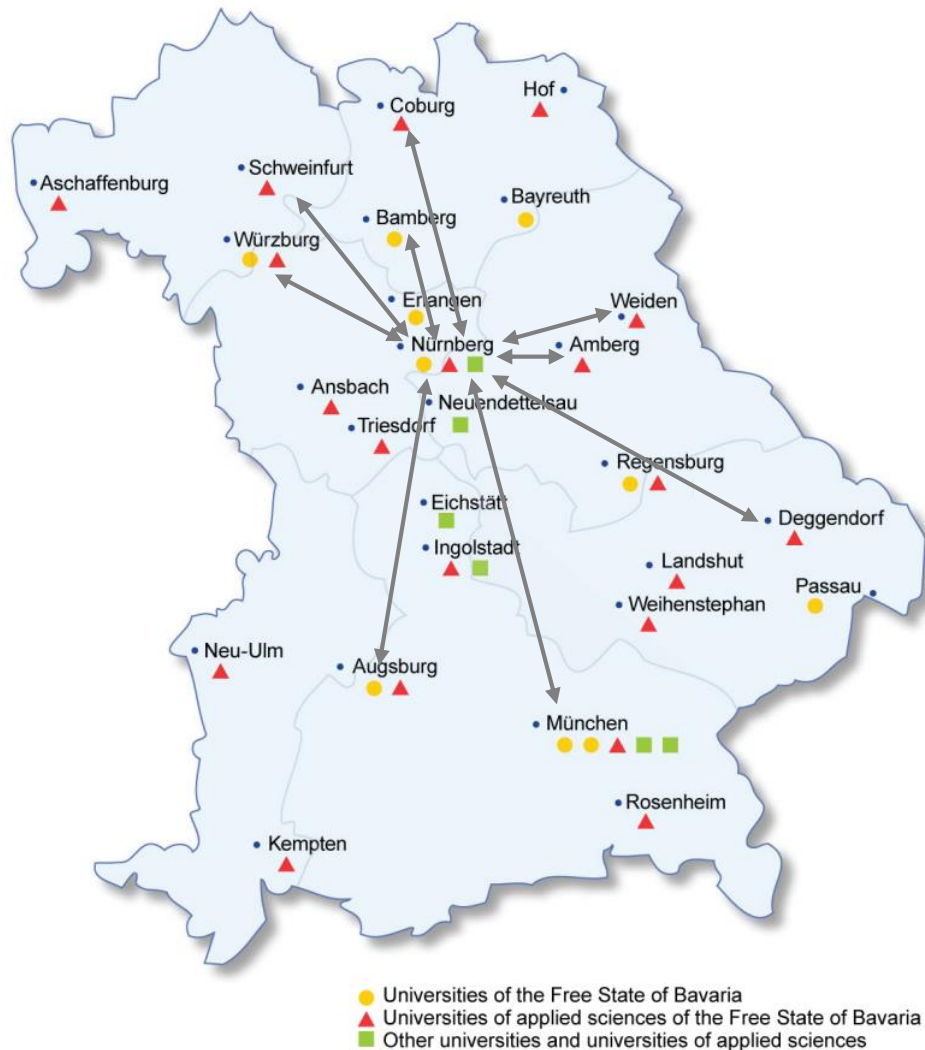
Meeting the demand for higher education of growing student numbers at least until 2020

Facing the urgent need for lifelong learning and providing programs for continuing education

Mastering the consequences of demographic change, leading to substantial population growth in some parts of the state while other regions face a serious decline



Educational Politics



Bavaria Course Exchange

- By importing BVU courses universities can offer their students a wider range of subjects
- The BVU courses provide additional teaching resources and help to alleviate lecture room shortage
- The BVU quality management sets cross-university quality standards

Services for academic start ups at the FAU Erlangen-Nuremberg

FAU Erlangen-Nuremberg,
unit F 2 - Kontaktstelle wtt
(Office for knowledge and technology transfer)



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

Inventors Consultation & IP Management

Target groups:

- Scientists at FAU and Clinic
- Students (if needed)

Consultation

Invention Check

Patent Application

Patent Exploitation

Sensitization:

- Presentations and lectures in IP

Pre-invention consultation:

- Novelty
- Patent research
- IP-strategy
- Further steps

Invention report:

- Completeness
- Invention rights of FAU
- Invention check-up:
 - BayPat (agency)
 - Internal research
- Claim or release of the invention rights

In case of claiming:

- under R&D-cooperations:
 - Transfer of rights
- Patent application:
 - via BayPat or
 - FAU
- Exploitation strategy
- Monitoring and management

- Identification of potential licensees
 - by University-network
 - via BayPat (agency)
- License-agreements
- Financial execution
- Inventors compensation
- Transfer of rights to start-ups

FAU Spin off Service

Target Group:

- Students & academic staff
- Entrepreneurs
- FAU Alumni, interested in Entrepreneurship

Awareness & Qualification

Awareness:

- Startup-Café (9 p.a.)
- Student initiatives
- Events
- Contact persons

Qualification / Teaching:

- 5-Euro-Business (Stud. competition)
- Cooperation with entrepreneurship chairs

Spin off Identification

- Idea competition „Innovation Check“
- Technology scouting
- Counselling
 - Orientation
 - Idea development
 - Realization plan
- Funding options
- Mediating network contacts

Spin off Promotion

- Support of applications for (public) funding
- Mediating coaches
- Support during funding programs
 - Interim presentations
 - Official statements
- Business plan support

Spin off Support

- Regulations for use of infrastructure
- Regulations for transition of patents / IP
- Equity management (if applicable)
- Newsletter for Entrepreneurs and interested parties
- Startup network
- Statistics

Exist Business Start-up Grant (public fund)

Funded by
Federal Ministry of
Economics and Energy
(BWMi)

What preparation of innovative business start-up projects at universities

- Who**
- Postgraduates
 - Scientific assistants / Postdocs
 - Alumni (up to 5 years after leaving university)
 - As team members: Students

Teams up to
3 members

Monthly scholarship

- 2.000 € (Postgraduates)
- 2.500 € (Postdocs)
- 500 € (Students)

Material expenses: 10.000 € (solo start up) + 5.000€
17.000 € (team start up) for Coaching

Office desk + use of lab space (free of charge)

Support & advice by scientific mentor & entrepreneurial network

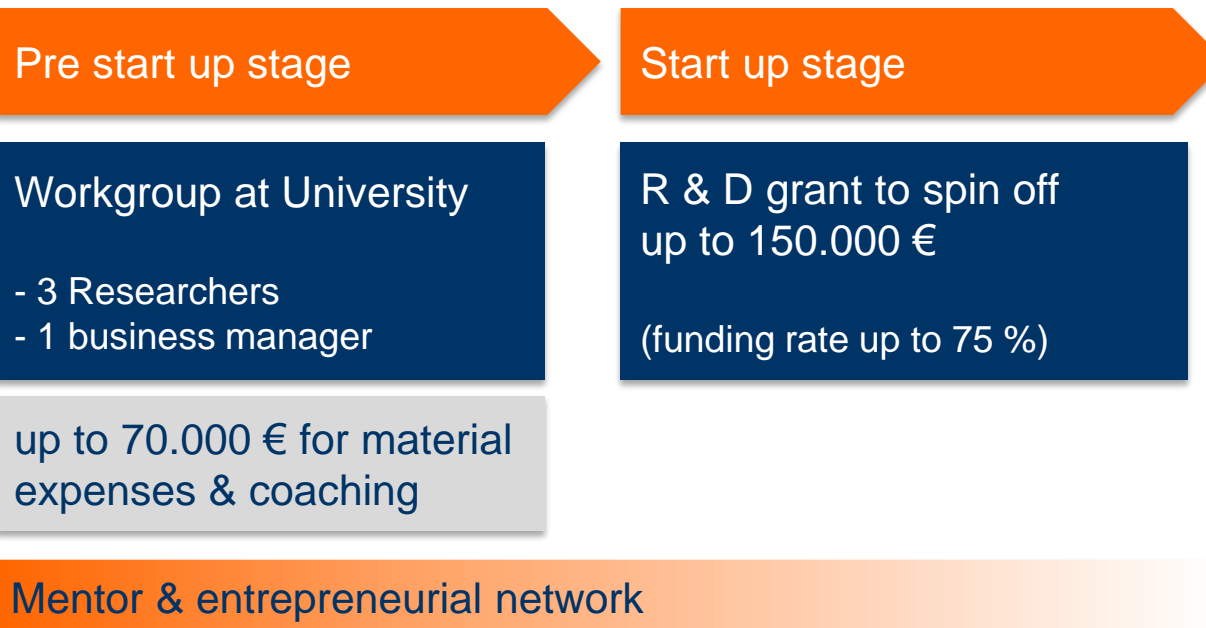
1 year

Exist Transfer of Research (public fund)

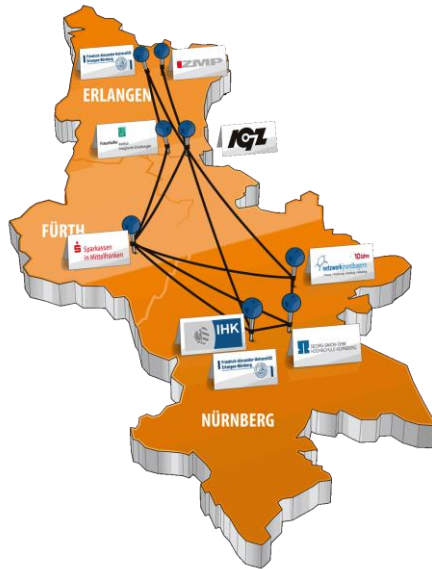
What Patent based high tech spin off with high r&d intensity

Who

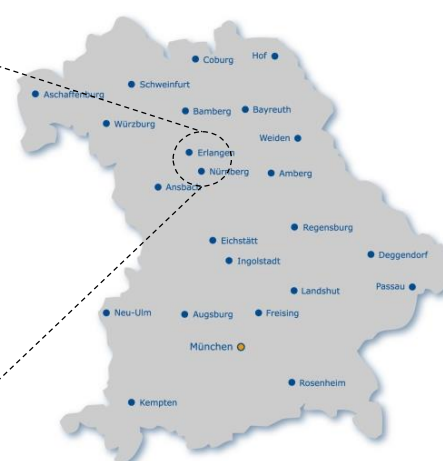
- Research Groups at Universities developing innovative products & services based on their research
- Additional team member with managing / economic expertise



Regional and national networks:



**Nuremberg
Region**



Bavaria



Existenzgründungen
aus der Wissenschaft



Germany



Mission

ESF projects transfer up-to-date knowledge from universities to small and medium sized enterprises via online trainings (especially for less developed areas)

- Developing employee skills and competencies
- Creating new job opportunities
- Enhancing employability

funding:
€80,000 per year
per project,
total €6 m



Example: Project „Business Process Management for SME“

Online-Guidebook for SME

Knowledge Delivery

Lecture-On-Demand packages, Slides and Case Studies

The screenshot shows a video player interface for a lecture. The top part displays a slide titled "Wertschöpfungskettendiagramm" (Value Chain Diagram) with a diagram showing "Infrastruktur: Verwaltung, Finanzen..." and "Technologienentwicklung". Below the slide is a video of a presenter, Dr. Jörn Lucas Calmbach, at a podium. The video player includes a table of contents:

1	Begrüßung	00:00:00
2	Definition - Ziele - Analyse	00:01:07
3	Wertschöpfungskettendiagramm	00:02:12
4	Ergebnisdiagramm	00:04:27
5	Referenzprozessarchitektur	00:11:55
6	Referenzprozessarchitektur für KMUs	00:20:00
7	Einstellung einer Referenzprozessarchitektur	00:21:40
8	Übung - Referenzprozessarchitektur	00:28:27

Knowledge Application

Exercises and Applications using a virtual laboratory

The screenshot shows a project management software interface. At the top, there is a Gantt chart for the month of October 2011, with tasks represented by colored bars. Below the Gantt chart is a task list with columns for task name, status, and priority. A pop-up window is visible in the foreground, displaying a list of tasks and their dependencies. The interface includes various toolbars and navigation options.

Communication und Collaboration

Forums, Chatsessions, E-Mail, Video Conferencing

The screenshot shows two overlapping windows. The top window is a chat interface titled "BPM@KMU: Diskussions-Chat - Google Chrome". It displays a list of chat messages:

- 15:12 Johannes Kröckel: Johannes Kröckel hat den Chat gerade betreten.
- 15:13 Lucas Calmbach: Lucas Calmbach hat den Chat gerade betreten.
- 15:14 Lucas Calmbach: Hallo Herr Kröckel. Ich hoffe, Sie können mir einige Tipps zu...
- 15:15 Johannes Kröckel: Wo genau ha...
- 15:17 Lucas Calmbach: Ich habe gar...

The bottom window is a video conferencing interface titled "Start My Web...". It shows a video feed of a presenter and a slide titled "Motivation zur Einführung von BPM" (Motivation for the Introduction of BPM). The slide lists five points:

- 1) Kostensenkung pro Leistungseinheit
- 2) Höhere Durchlaufgeschwindigkeit
- 3) Stärkere Kundenorientierung
- 4) Qualitätsverbesserung
- 5) Kurze Durchlaufzeit

An arrow on the slide points to the text "Förderleistung und Transparenz".



- 39 projects (2007-2013) at bavarian universities
- approx. 280 participating SMEs



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