



BE ENTREPRENEURIAL!

Technology Transfer



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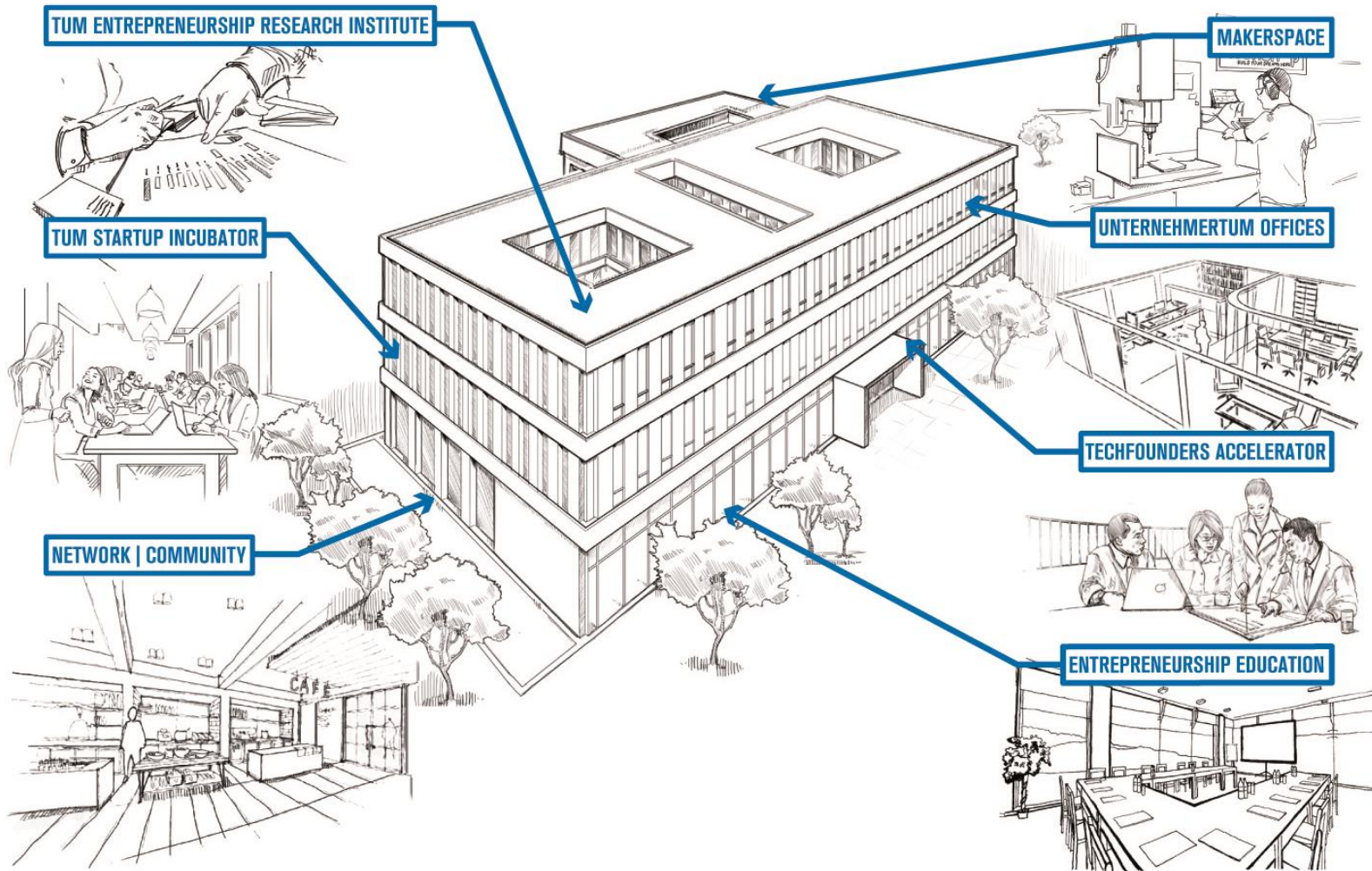
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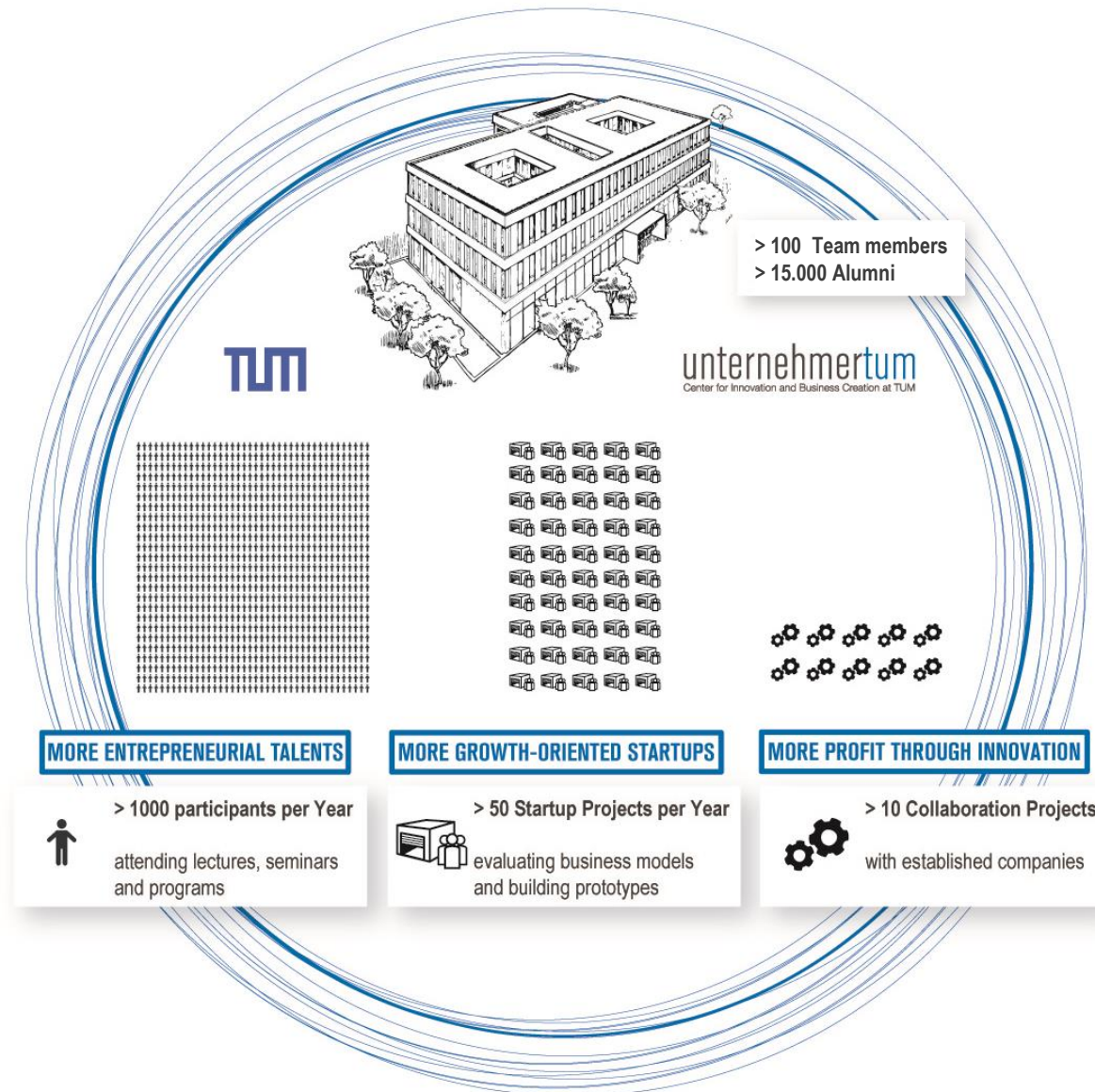
UnternehmerTUM and TU Munich combine all important building blocks of a startup ecosystem under one roof



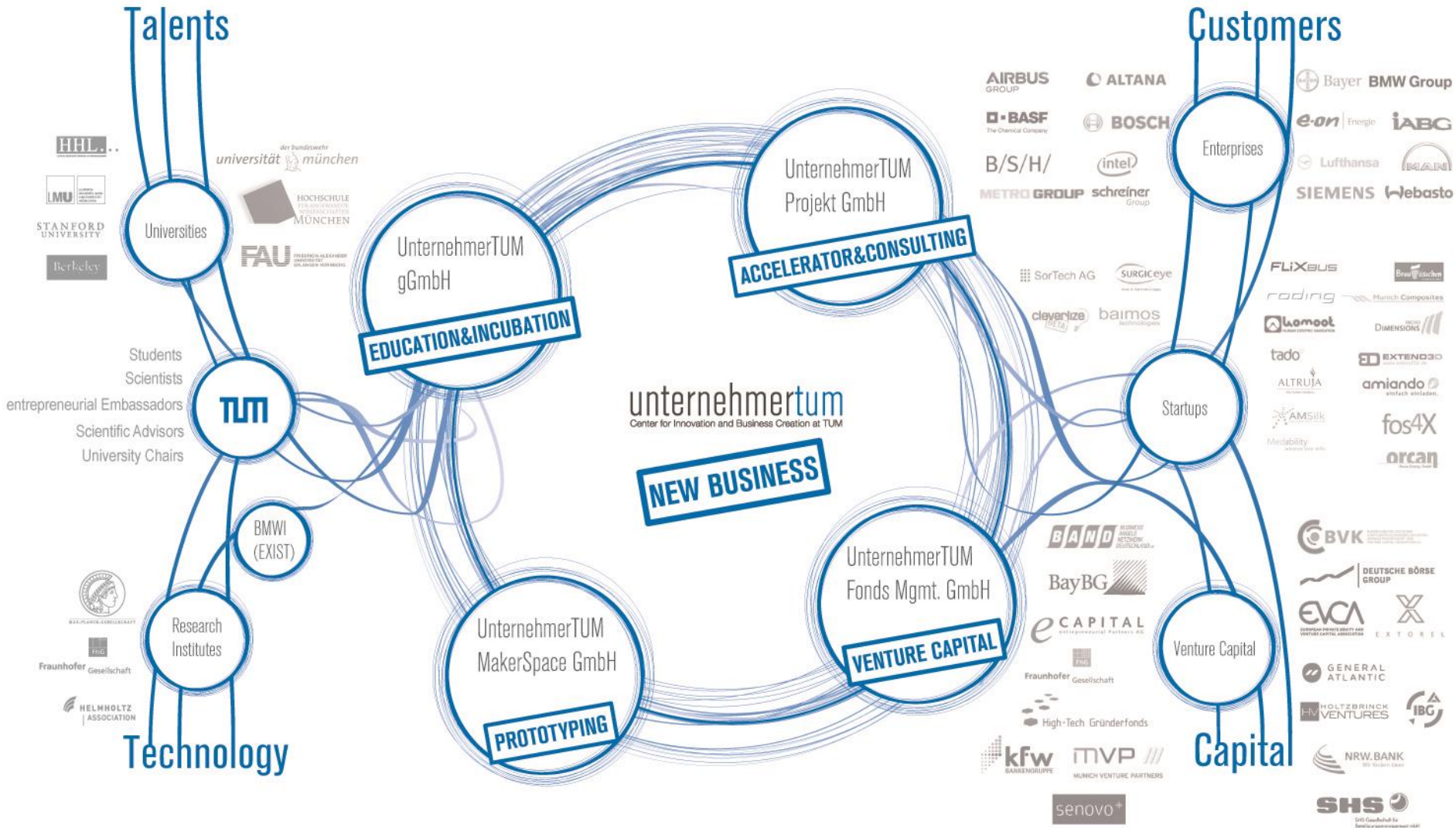
unternehmertum
Center for Innovation and Business Creation at TUM



The diversity and the systematic approach of UnternehmerTUM offerings are unique and the achieved results are benchmark in Europe



UnternehmerTUM distinguishes itself from other innovation and incubation centers through its outstanding network



AWARDS AND MILESTONES



STARTUP EXAMPLES

Dynamic Biosensors GmbH



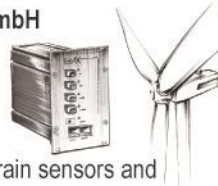
biochip platform for the analysis of molecular interactions

FlixBus GmbH



virtual bus operator - internet-based mobility service

fos4X GmbH



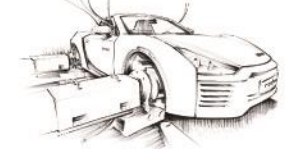
optical strain sensors and measurement technology for lightweight structures

Orpheus GmbH

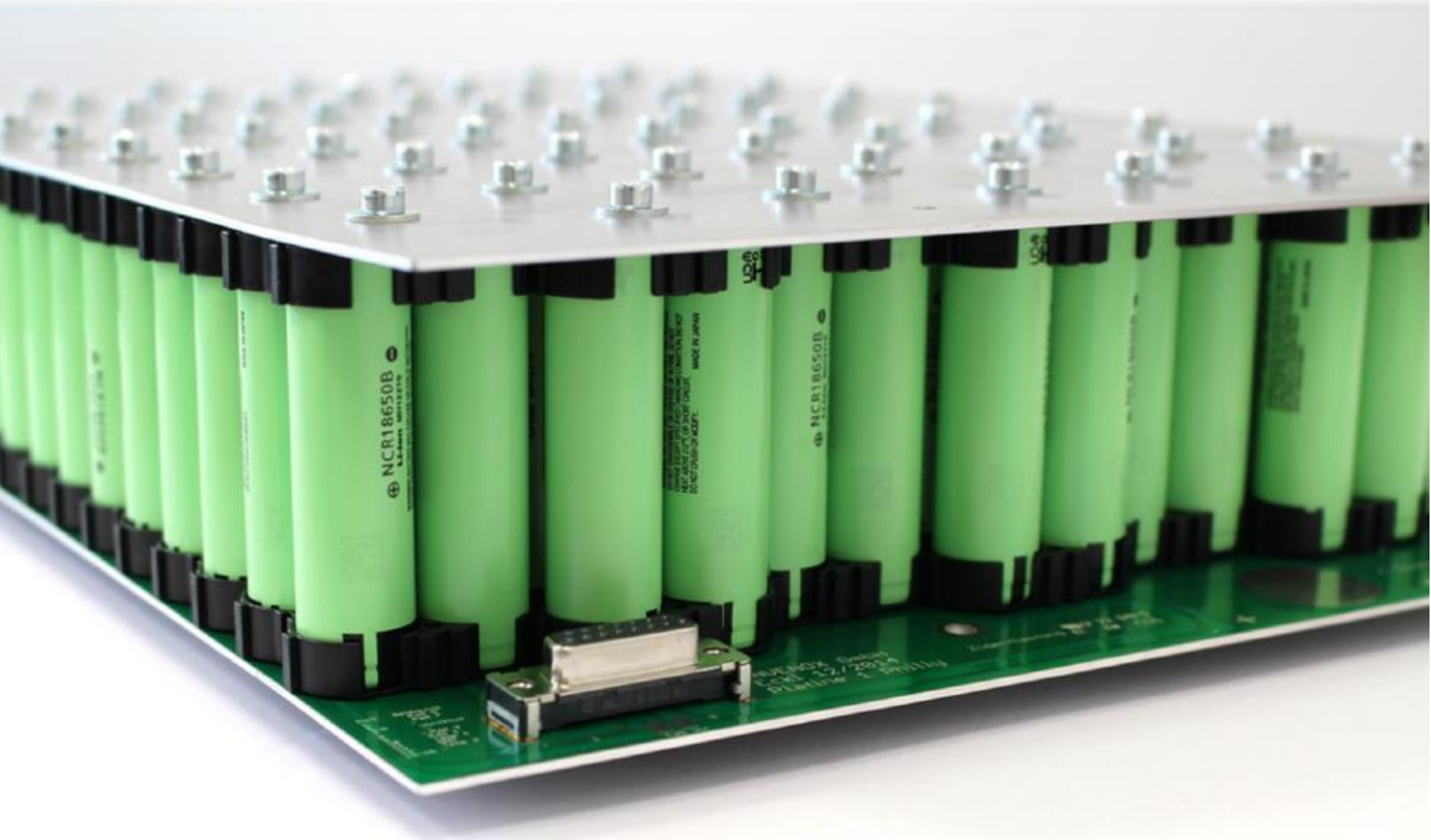


enterprise software for procurement performance management and control

Roding Automobile GmbH

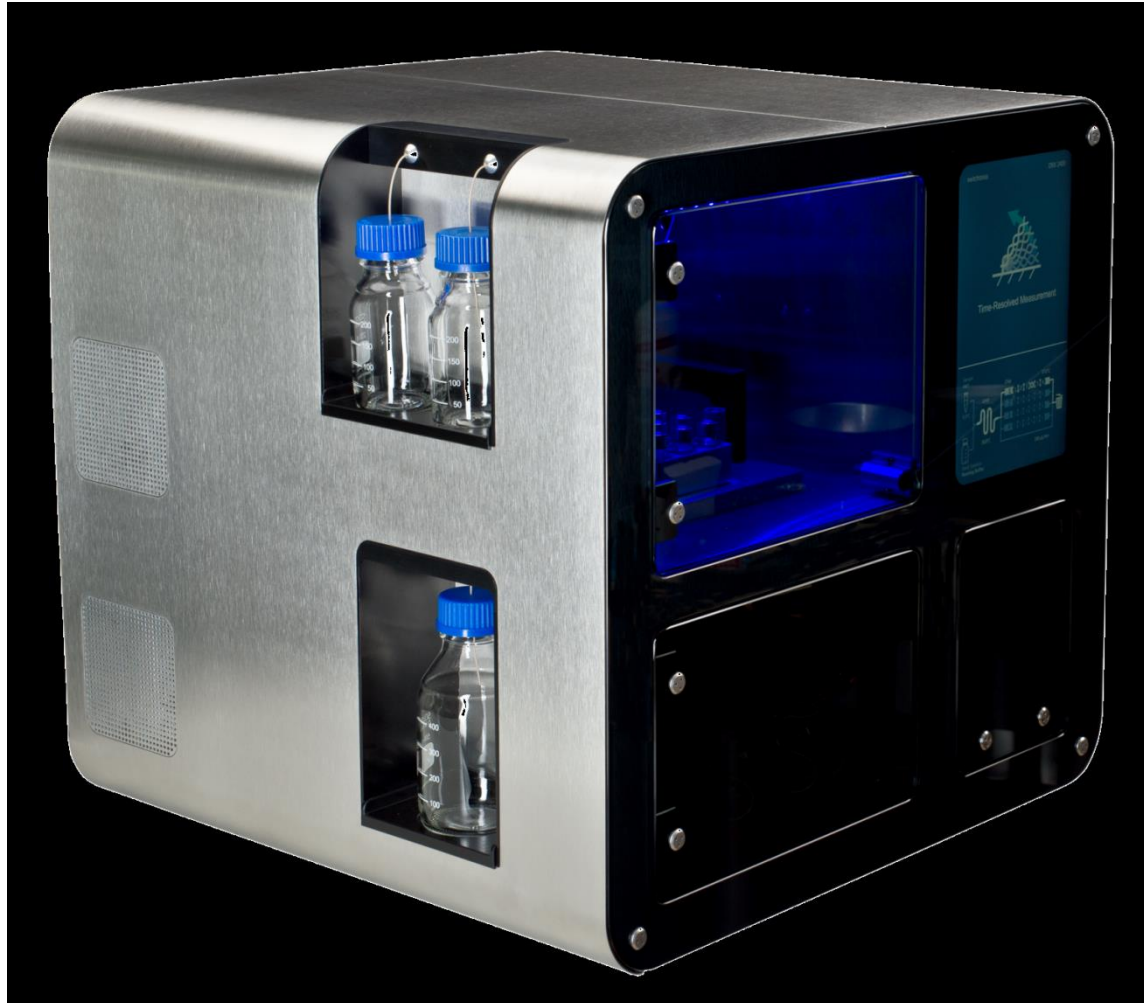


exclusive carbon-fibre sports car Roding Roadster





DYNAMIC BIOSENSORS



Goal of this session ...

- **Why does superior technology not automatically become a success?**
- **What are the characteristics of a Business Model?**
- **What are patterns of technology-driven Business Models?**

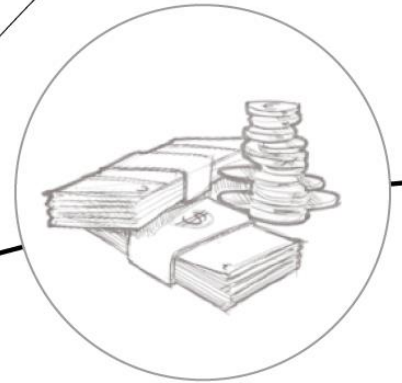
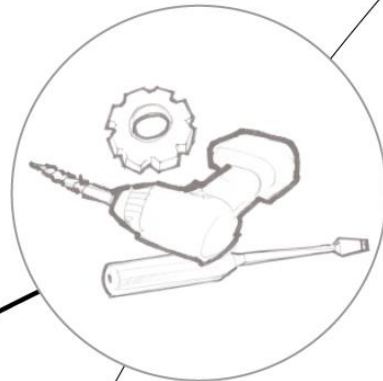
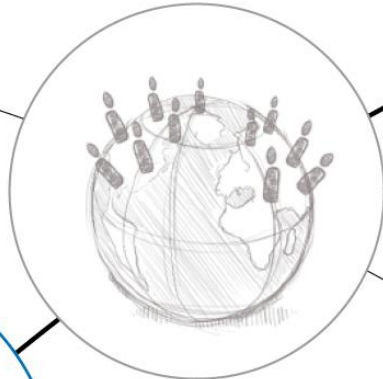
“Superior technology \neq innovation”



The 4 main components of a Business Model

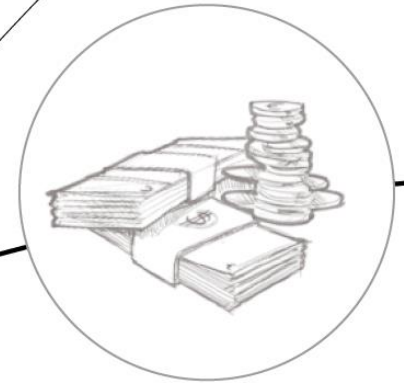
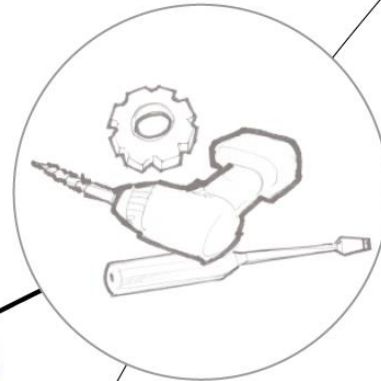
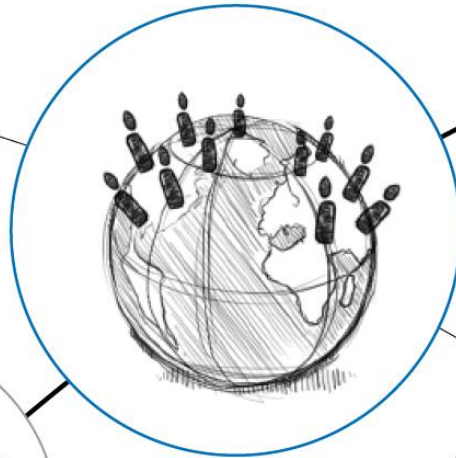
1 VALUE PROPOSITION

„THE MAGIC“ of your product or service



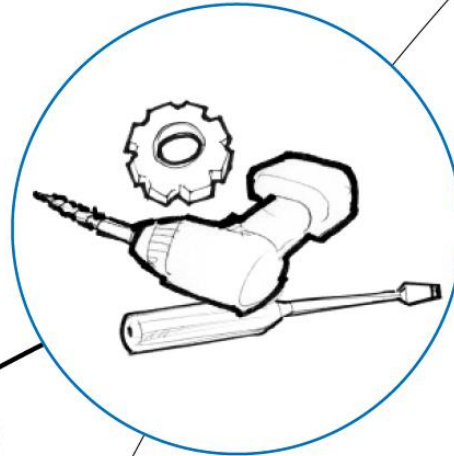
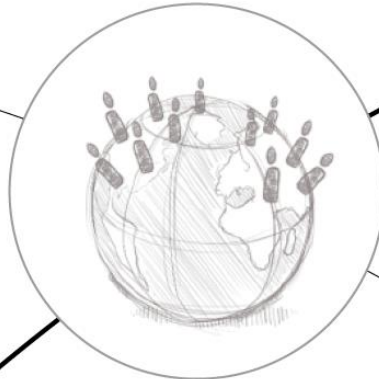
2 CUSTOMER SEGMENTS

„THE BELIEVERS“



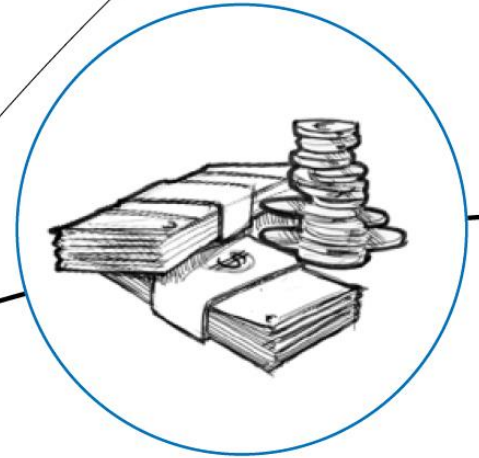
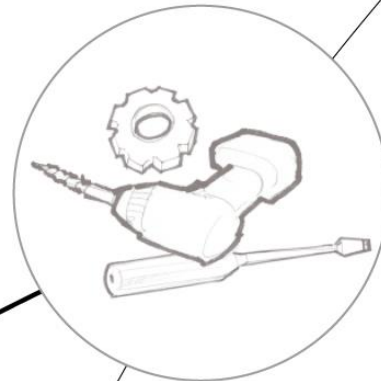
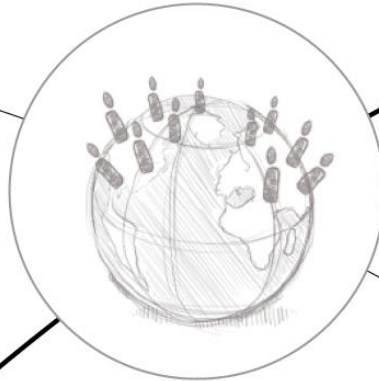
3 CORE COMPETENCIES

TEAM/KEY SKILLS: the „what should we do and what should others do“



4 MONEY

The „HOW MUCH“



The characteristics of technology-driven Business Models

Some characteristics

- Large financing requirements (infrastructure, people,...)
- Large infrastructure requirements (laboratories, measurement devices,...)
- Complex communication, marketing, sales (B2B,...)
- Highly regulated markets (QMP, CE-Certificate,...)
- Complex value chains
- Complex sales process (expensive product, procurement directives)
- High need for proven benefit (i.e. MedTech device, drug)
-

Patterns of technology-driven Business Models

**“Tell me, what you
want to know.”**

Google, phenospex

**“Do everything to
complete your product
and sell by-products.”**

Bootstrapping

**“Donate your initial
product and make the
money with disposables.”**

Bait and Hook

“Sell your product half price and generate money with downstreamed cost.”

fos4x

**But how should
you start?**

Support by UnternehmerTUM

1 HOW TO MAKE MONEY OUT OF SCIENTIFIC IDEAS?

WHERE Workshop Spot your Opportunity

WHEN February 17th and 18th, March 15th and 16th

Apply to: jenull@unternehmertum.de

2 HOW TO MEET THE RIGHT PEOPLE?

WHERE Entrepreneurs` Night

WHEN January 26th

Apply to: hanauer@unternehmertum.de

3 WHERE TO FIND INDIVIDUAL COACHINGS?

WHERE TUM Gründungsberatung

TUM Gründungsberater



Maximilian Neuhäuser



Alexander Meyer-Scharenberg



Metin Zerman



Dorothea Haider

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Services

- 1 Coaching
- 2 Business Model
- 3 Grants
- 4 Contacts
- 5 Team Matching
- 6 Support regarding patents and licensing
- 7 Point of Contact to TUM Central Departments



Conditions

1 WHO WILL BE SUPPORTED?

- TUM Scientists
- TUM Students
- TUM Alumni
- External PhD-Students

2 COSTS?

- Free!

3 LEGAL SITUATION, REGULATIONS

- Invention disclosure, ancillary activities

Contact

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