

Munich digital eco systems - best practices and outlook

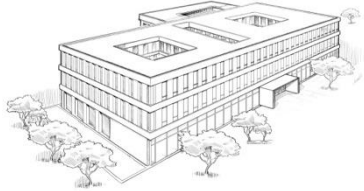
Thomas Zeller, Dirk Muehlenweg



The Trailer...



The variety of UnternehmerTUM offers is absolutely unique and the results are setting benchmarks in Europe

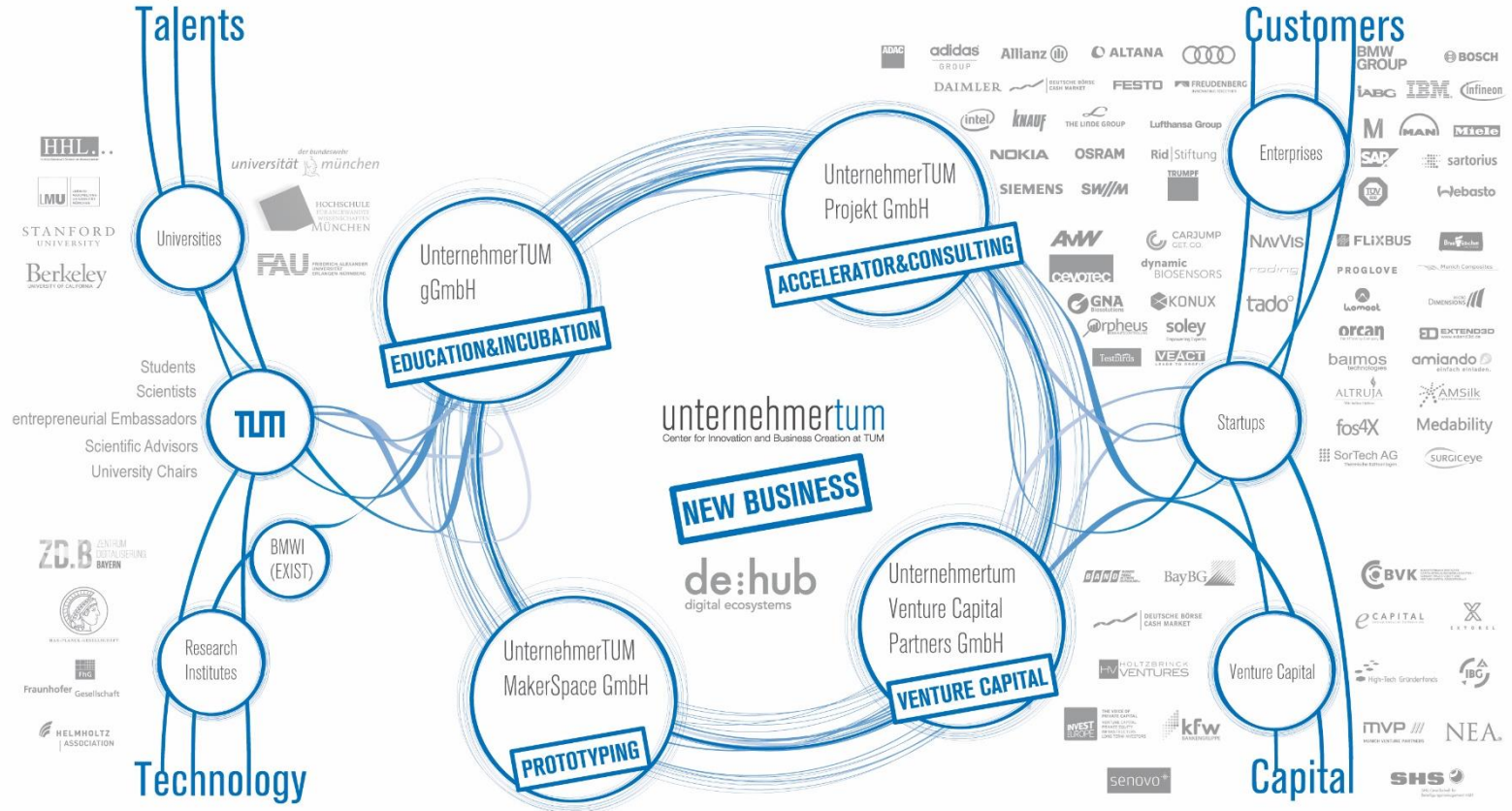


unternehmertum
Center for Innovation and Business Creation at TUM

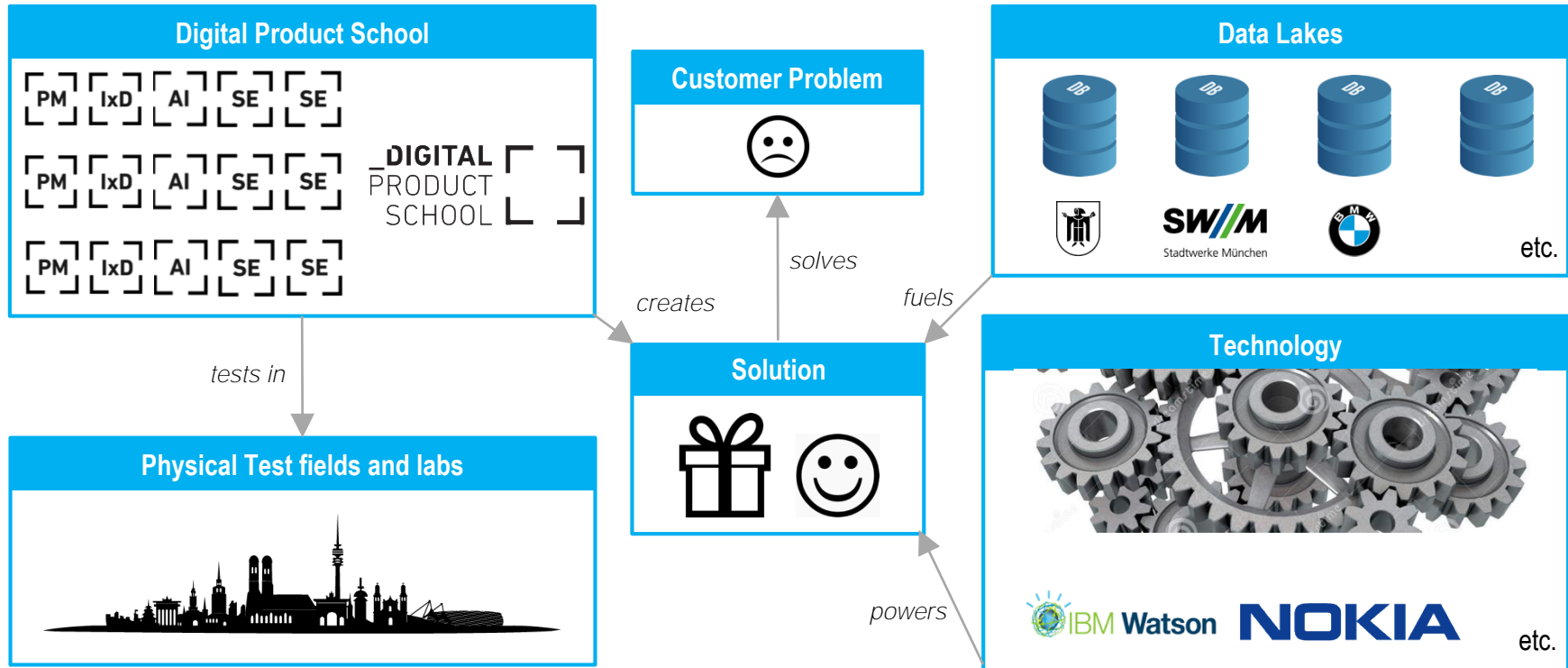
- Center for Innovation & Business Creation at TUM
- Proprietor: Susanne Klatten
- Founded in 2002
- More than 150 employees

	Education	Conceptualization and incubation	Development and acceleration	Consulting	Startup Financing
TARGET GROUP	Students / Professionals	Entrepreneurs	Startups	Corporates and SMEs	Investors
OUTPUT	<ul style="list-style-type: none"> ▪ ~2.000 Students / Year ▪ >15.000 Alumni 	<ul style="list-style-type: none"> ▪ Support of >200 projects per year 	<ul style="list-style-type: none"> ▪ >50 Startups in various formats / year 	<ul style="list-style-type: none"> ▪ Contact and projects with ~100 business partners ▪ ~10 strategic corporate partners 	<ul style="list-style-type: none"> ▪ ~5.300 Startups scouted ▪ In total 12 Investments of VC fund

UnternehmerTUM initiates new ventures by systematically matching talents, technology, capital and markets.



The Mobility hub Munich is an open eco system that aims to generate new talents and digital innovations.

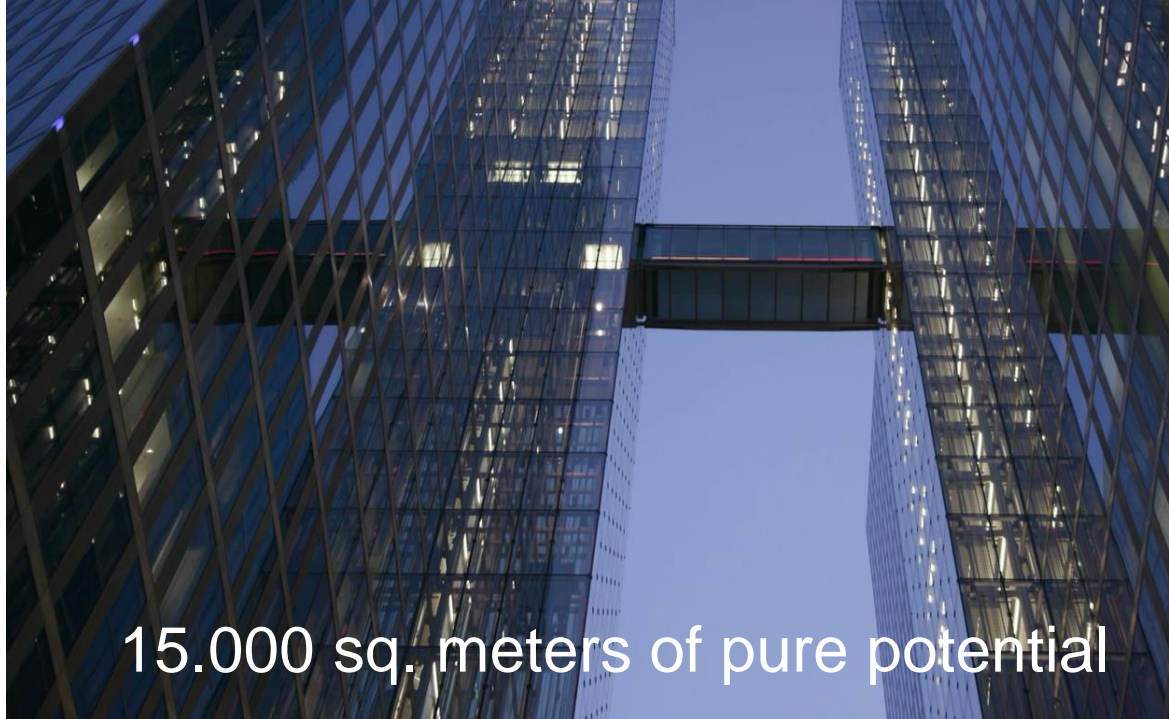




IBM Watson IoT

The Watson IoT Center

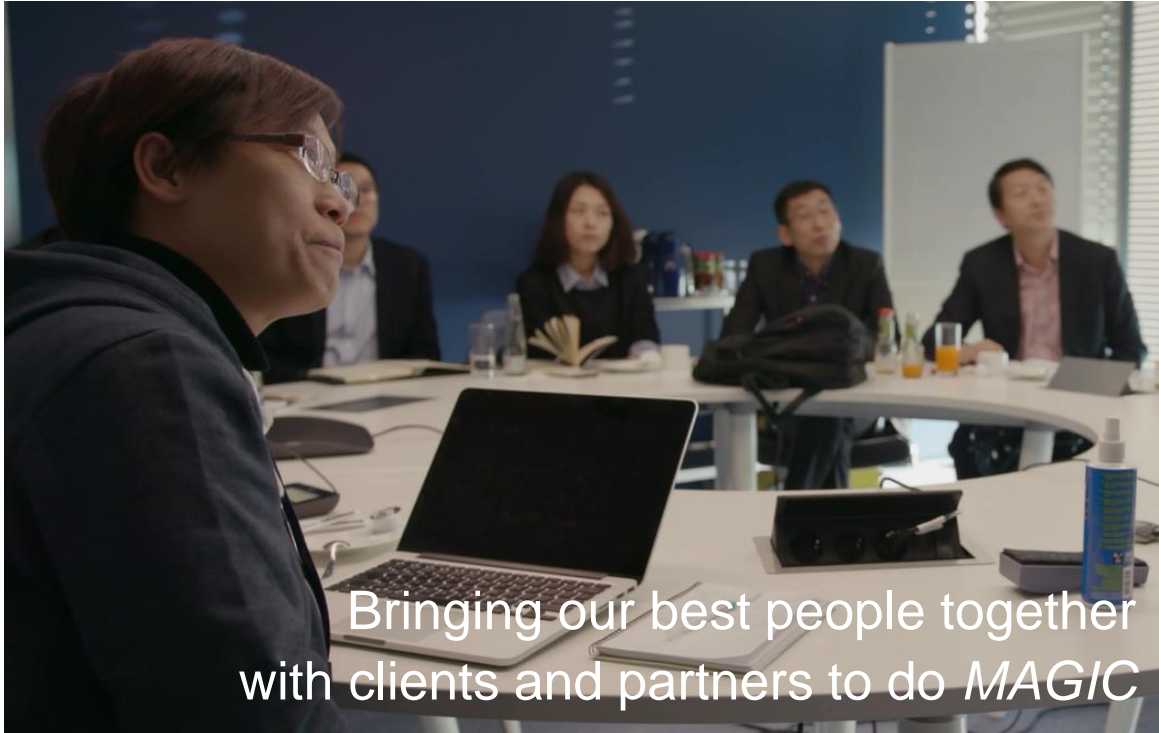
IBM is investing to lead the global IoT Market



15.000 sq. meters of pure potential

- Global headquarters for Watson IoT unit
- European IBM Watson Research Lab
- Available to host up to 1.000 people in offices and labs
- Up to 1.600 global client visits and events per year
- 4 Industry Labs (Automotive, Industrial Products/ Manufacturing, Electronics, Insurance)
- “FabLab” for POC & showcase creation

One of world's most advanced centers for cognitive and Internet of Things for our Clients, Partners and IBMers



Bringing our best people together
with clients and partners to do *MAGIC*

- Ecosystem partner collocated with IBM teams in the Center
- Clients collocated with IBM teams in the Center in Joint Client Labs
- Startups / Incubator / Public Projects
- Conferences, Hackathons, University events, ...

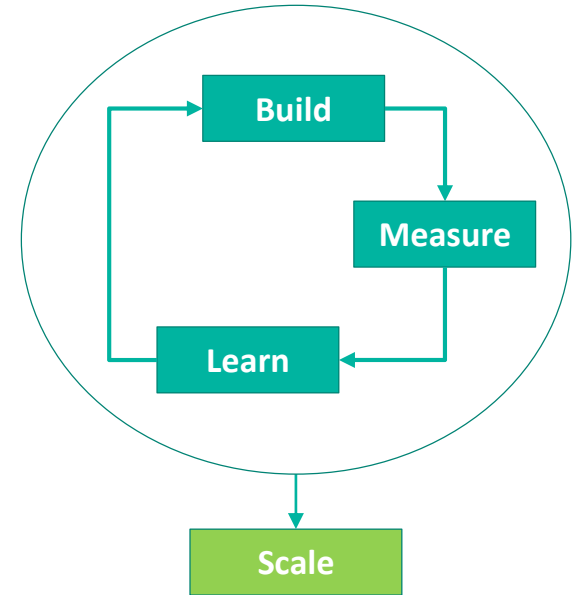
Joint Best Practices/Lessons learned building up Digital Hubs

Best Practices

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IBM Watson IoT

- Develop Eco System Strategy
- Build and manage Eco System Patterns
- Combine key success factors:
 1. Close collaboration of Politics / Science / Industry and Incubators
 2. Physical platform
 3. Development and delivery of 'real projects'
 4. Talent Training



Together
we will discover
answers to questions
we never thought
to ask.

