



› **Public Support for Start-Ups, Transfer and Innovation Activities**

EXIST - University-Based Business Start-ups

May 5th 2020
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Project Management Jülich as part of Helmholtz Association



Helmholtz Association of German Research Centres - top-class research in six research fields: Energy, Earth and Environment, Health, Aeronautics, Space and Transport, Key Technologies, plus Matter.

Project Management (Agency) Jülich is Part of Research Centre Jülich. It acts on behalf of its clients, i.e. Ministries.

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Profile

- > As part of our project funding, we implement our clients' funding policy objectives.
- > We integrate national and European funding measures
- > With our portfolio, we cover the entire chain of innovation
- > We refine funding instruments to accelerate the innovation process.

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Start-Up, Transfer and Innovation Support
Some examples



EXIST
Existenzgründungen
aus der Wissenschaft



Federal Funding
Advisory Service
Research and Innovation



INVEST
Zuschuss für Wagniskapital



GERMAN
ACCELERATOR



EXIST
STARTUP-GERMANY



Unternehmen Region

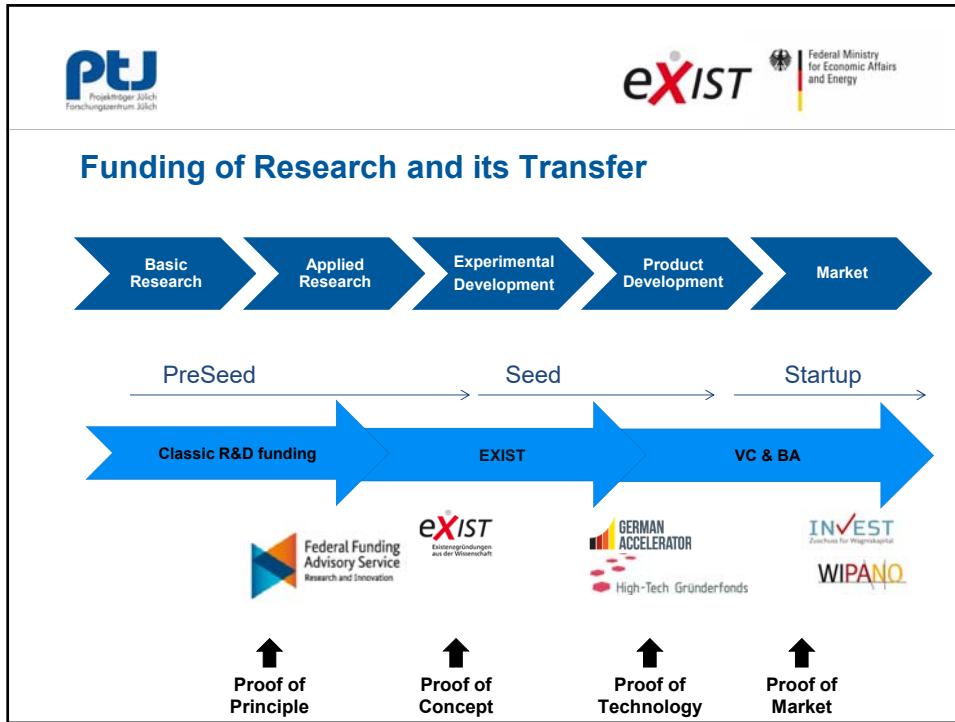


WIPANO



Helmholtz-Validierungsfonds
HELMHOLTZ
GEMEINSCHAFT

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The EXIST Programme

- > A programme of the Federal Ministry of Economic Affairs and Energy – run by Project Management Jülich
- > Main goals are:
 - > to increase the number and the success of high-tech start-ups
 - > to support the transfer of research results with high economical potential
 - > to enhance the chances for follow-up financing
- > The programme provides three lines:
 - > EXIST Culture of Entrepreneurship
 - > EXIST Business Start-up Grant
 - > EXIST Transfer of Research

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EXIST Culture of Entrepreneurship

- > Since 1998
- > Main goal : to build a strong local entrepreneurial ecosystem:
 - > Motivation to be an entrepreneur
 - > Education and training
 - > Generation of business ideas
 - > Coaching / support of start-ups



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EXIST Federal Ministry for Economic Affairs and Energy

Status quo at German Universities in 1998

Large number of university graduates	Small number of transition into start-ups
Excellent level of technical qualification at Universities	Lack of teaching entrepreneurship
Increasing number of start-ups in Germany	Entrepreneurship didn't seem to factor at all at many universities.

Dr Marianne Kulicke
Working paper from the scientific research supporting the "EXIST – University-based start-up programmes"

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EXIST Federal Ministry for Economic Affairs and Energy

Current Status at German Universities

Large number of university graduates	Growing number of transition into start-ups
Excellent level of technical qualification at Universities	Over 130 entrepreneurship professorships
Increasing number of start-ups in Germany	Allmost all universities have entrepreneurial networks and transfer units

Dr Marianne Kulicke
Working paper from the scientific research supporting the "EXIST – University-based start-up programmes"

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EXIST Culture of Entrepreneurship Overview of results

- > 127 funded universities (since 1998)
- > Total funding EXIST I-IV: about 110 Mil. Euro
- > More than 200 entrepreneurship networks at German universities as partners of EXIST
- > More than 130 professorships for entrepreneurship
- > More than 300.000 persons coached in entrepreneurial events or courses at funded universities
- > More than 17.000 start-up projects supported with an outcome of more than 4.600 founded companies at funded universities
- > About 1.800 start-up projects were funded by EXIST
- > The new programme EXIST Potentials

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MAIN FACTORS OF SUCCESS

- > **Network** of 190 universities in Germany
- > The Program created a **culture of entrepreneurship** at German universities
 - > Through sensitisation and qualification at the universities
 - > Additionally to education and research, entrepreneurship becomes more and more a third task of the universities
- > **Target group oriented program** that helps to get results of research to the market
- > **Access** to resources and networks at the universities
- > Embedding into **entrepreneurial and academic networks** at universities
- > Intense **coaching** through the networks to prepare for the incorporation

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EXIST Business Start-up Grant



- > Since 2007
- > Target groups:
 - > scientists
 - > university graduates
 - > students
- > Funding for 12 months and 3 team members (scholarship & material expenses)
- > Infrastructure during the pre-start-up phase plus technical and start-up-related assistance by the research institution
- > Support by a mentor and the incubator at the research institution
- > Application by university or research institution

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APPLICATION PROCESS

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graph TD
    A[Science-based business idea] --> B[Discussion with mentor and network]
    B --> C[Start]
    C --> D[Application done by university/ research institution]
    D --> E[1-2 months]
    E --> F[Review of the application]
    F --> G[Approval]
    F --> H[Denial]
    F --> I[Correct your proposal or start a new application]
    G --> J[Application withdrawal]
    H --> J
    I --> D
    
```

MAIN EVALUATION CRITERIA

Team	Innovation
Market	K.O.-Criteria

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EXIST Business Start-up Grant Overview of results

- > About 200-220 funded start-up projects per year.
- > >2000 approvals (since 2007)
- > Approval rate: > 50%
- > Main technology fields: Internet, communication and software
- > Funding per team: Ø 125.000 Euro (since 2014)
- > Total funding: > 200 Mil. €
- > Ø team size: 2,8 persons
- > Foundation rate: about 80%
- > Survival rate: about 70% after 3 years, 62% after 5 years
- > Incentive premium for universities and research institutes: 10.000 Euro per EXIST Business Start-up project (since 2016)

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EXIST Business Start-up Grant: Celonis SE

The First EXIST-Unicorn



- > Spin-off of Technical University Munich
- > founded in 2012
- > EXIST Business Start-up Grant: 83.000 €
- > Software for process mining
- > >400 Employee in several countries
- > 1 Bill. USD worth by June 2018

<https://www.celonis.com/>

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EXIST Business Startup Grant: adnymicx GmbH

individualized package inserts


adnymicx
intelligent printvertising




All-in-One "Target Packaging" system enables one-to-one marketing and retargeting directly into the package

- **Spin-off of HS München**
- Running time: 09/2014-08/2015
- Founded in: 10/2014
- Financing: several millions (Bayern Kapital und BA's)
- Turnover: 50.000 € (2015)
- Employees: 17
- Awards:
 - The most innovative company in 2015* (Druck & Medien Awards 2015), *Internet Start-up 2014* (INTERNETHANDEL)
 - The winner of the Munich Businessplan Competition 2015, of the Competition „ICT innovative 2014“ and of the German Founder Price 2014 in the category „Newcomer“ (Aufsteiger)
- www.adnymicx.com

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EXIST Business Start-up Grant: Sociomantic

Big-Data-Analysis of social networks

- Spin-off of Berlin University of the Arts
- Exist funding during 2009/2010
- Company founded in 2009
- 14 offices in four continents
- 200 employees
- No VC financing
- Sold to Tesco for about 200 Mio. € (2014)
- www.sociomantic.com

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Innovation Support / Deutschmann / PTJ
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EXIST Business Start-up Grant: Evergreen Food



Lüttge
Online shop | Alge | Our Team | Recipes | Shopping cart

Lüttge Algenperle
CHLORELLA TRUFFEL SAUCE
Zum Online Shop

Test Lüttge Algae-Oil with the first organic algae from G

- Spin-off of Beuth-Hochschule Berlin
- Company founded in 2015
- specialized in the production of organic food from their own algae farm grown chlorella
- <https://www.evergreen-food.de>


Cathleen Cordes
Cathleen has launched Lüttge. She is responsible as Biotechnologist not only for new products, but holds all threads of each section together in his hand.
Founder & CEO
[evergreen-food.de](https://www.evergreen-food.de)
„Lüttge is something special from just algae“

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EXIST Business Start-up Grant
Examples of supported projects

EXIST Transfer of Research

- > Since 2007
- > Open for all high-technology start-up projects with intensive development periods
- > Two funding phases of support
- > first phase
 - > 18-36 months, technical feasibility/ product development
 - > three scientists or technicians, one graduate from business school
 - > Up to 250,000 € material expenses for equipment, material, capital goods, property rights, coaching etc.
- > second phase
 - > after formation of the company
 - > product development up to market entrance
 - > Up to 180,000 € for 18-24 month



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EXIST Transfer of Research Overview of results

- > About 50-60 approvals/year
- > Approval rate: about 30%
- > Main technology fields: Bio/Med 40%, Micro/Optik 25%, ICT 15%, Energ./Mat.tech. 10% each
- > Average funding per team: 850.000 Euro (since 2015)
- > Total funding: > 250 Mil. Euro
- > Ø team size: 3,5 persons
- > Foundation rate: >70%
- > Incentive premium for universities and research institutes: 20.000 Euro per EXIST Transfer of Research project (since 2016)

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Ineratec

Innovative chemische Reaktortechnologie

Gewinner des Deutschen Gründerpreises 2018



- Spin-off des KIT
- Laufzeit: 2016/2019
- Förderung: 1 Mio. Euro
- Gründung: 2016
- Umsatz 2017: >1 Mio. Euro
- 19 Mitarbeiter
- <https://ineratec.de/>

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EXIST Transfer of Research: Intrapore



intrapore

Nanoremediation
minimally-invasive, maximally effective

Innovative in situ soil and groundwater remediation

Intrapore offers, advanced high-resolution site investigation, accurate monitoring, and effective in-situ remediation technologies for soil and groundwater decontamination. We apply nano- and nanoparticle-based remediation, and are capable of eliminating a wide variety of pollutants, in-situ.

- Spin-off of University Duisburg-Essen
- Company founded in 2015
- offers the whole spectrum of modern technologies for in situ soil and groundwater remediation
- 2017 Cleantech Open Global Ideas Challenge in San Francisco (USA), category „Growth Track“ winner
- <http://intrapore.com/>

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EXIST Transfer of Research: SINN Power




- Spin-off of CUTEC Institute, company founded in 2014
- 13 employees (2017), 6 patents
- Specialized in the production of the floating wave energy converters
- www.sinnpower.com

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EXIST-Transfer of Research: Dolosys GmbH



- Spin-off der Charité Berlin
- Founded in 2012
- Financing:
HTGF + m2f investment , 2013
- <http://www.dolosys.de>



Wir machen Schmerztherapie messbar.

Development and production of devices for the objective and patient-independent measurement of pain and pain elimination

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EXIST Transfer of Research

Examples of supported projects



Compositence
Composite Competence



OptoMedical Technologies GmbH



Orcan Energy GmbH

fos4X monitoring lightweight structures







revolutionary engineering for metal forming



Particular
customized material





Cell • Environment • Design





SURARGUS
Sensors



VOLAVIS[®]
somonicsolutions



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German Accelerator (GA)



- > GA supports German start-ups to enter the U.S. market and the ASEAN-Region
- > GA provides start-ups with hands-on mentoring at their locations in Silicon Valley, San Francisco, New York City, Boston and Singapore
- > The three months programme is open to a broad range of start-ups in ICT related sectors, Cleantech and Life Sciences
- > Today about 52 Start-ups per year participate in the GA Tech Programm. 8 – 12 Teams per year are supported by the GA Life Sciences.
- > Flagship event: Celebrating Innovation twice a year in Germany
- > Selected success stories: Obtained investment: Signavio 31 Mio.\$, Celonis 27,5 Mio.\$ and Trademob 15 Mio.\$. Silexica participated in the Start X Accelerator & received an investment of 8 Mio.\$

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INVEST- grant for BA capital



Zuschuss für Wagniskapital

- > “Invest” supports private investors that provide seed funding for start-ups
- > Part I: Purchase Grant: A grant of 20% of BA’s investment
- > Part II: Exit Grant: A grant of 25% of the profit of a sale of shares; the grant is limited to 80% of the invested capital.
- > Invest databank of certified start-ups
- > See the Funding Directive for more details.

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Thank you!

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The EXIST – University-Business Start-Ups programme receives funding from the Federal Ministry for Economic Affairs and Energy and from the European Social Fund.



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