

ANNUAL REPORT

— 2019

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Dear Friends and Partners of the SCE,

2019 was an eventful year. An overview of our many activities from the past year can be found on the back of this poster, but allow us to mention some milestones of strategic importance for our Center briefly here.

The successful launch of the first fully project-based entrepreneurship master's programme Entrepreneurship & Digital Transformation and an associated Massive Open Online Course (MOOC), in which over 1,000 students had already taken part by autumn was a milestone in teaching. The first group of nearly 30 international students of the new three-semester master's course started in October. They deepen their knowledge of entrepreneurship and digital technologies and apply what they have learned directly in practice in their own start-up ideas and in corporate projects.

Our start-up funding has expanded its range of opportunities by a valuable tool with the successful launch of our new certificate programme 'Founding Your Own Start-Up'. As part of the

certificate programme, our support offers and services are now also fully available to alumni and non-HM founders. In addition to the numerous new start-ups in our programmes, of which six teams were able to apply for successful EXIST/Flügge grants, we are happy about the tremendous growth of our alumni start-ups. They ran sensational financing rounds in 2019, with three teams each raising over \$40 million for their continued growth.

The topic of co-creation continues to gain momentum. Partners from academia, business, civil society and government are collaborating in living labs within the HM and SCE co-creation network M:UniverCity. After successful evaluation and accompanying research, M:UniverCity is now on a strong growth course. Co-creation of start-ups and companies is at the heart of our Drink Innovation Campus, where joint business models and technical solutions for the beverage industry are developed.

In research, successful applications were celebrated in the various funding

lines. On the European stage, we were successful in winning the three projects eTime (COSME), HEInnovate 2.0 (Erasmus+) and Shiine (COST). In these projects, the SCE will be active in the training of entrepreneurship educators, in the support of entrepreneurial universities and in quadruple helix research in Europe over the next few years. The SCE Real Time Innovation (RTI) approach, which is based on pattern research, was cast in product form and is now commercially available as a card set, canvas and accompanying booklet and supplements existing innovation tools with a new perspective. Last but not least, from 2020 the SCE will offer the Doctor of Business Innovation (DBI), a new doctoral programme in cooperation with the University of Aveiro.

The renewed win in the EXIST federal initiative in the 'International Leadership' category is a milestone for the HM and the SCE. With the submitted eBridge concept, we position ourselves internationally based on the regional Munich eco-system. By submitting the application together with the two Munich universities of excellence, LMU and TU Munich, the three universities and their entrepreneurship centres have agreed to undertake a deeper and closer cooperation to jointly strengthen the Munich start-up hotspot. Together we will set

up the Munich B2B Co-Creation Hub as an open eco-system accelerator for the international entrepreneurial eco-system of Munich's universities, thereby enabling innovative entrepreneurial projects and spin-offs with social impact, in which international talents and founders are actively involved in the Munich eco system. At the same time, it promotes mutual exchange with selected European and international universities and their respective regional and international eco-systems.

In 2020, we want to continue to work with you on our contribution to future socially relevant innovations and the further development of a European idea of responsible entrepreneurship, thereby helping to shape a responsible and liveable future. You all have a share in our successful development – first of all as benefactors and the university that are always by our side, but also as students, founders, business partners or project providers. We as a team would therefore like to thank you for your support and commitment. We look forward to the future with joyful anticipation and to moving ahead together with you, our friends and partners.

Yours truly,
Klaus Sailer & the SCE team

Strascheg Center for Entrepreneurship (SCE)

As the Entrepreneurship Center of the Munich University of Applied Sciences, the SCE promotes innovation and entrepreneurship through interactive educational programs, start-up support and networking activities. The aim is to motivate and empower people for entrepreneurial thinking and action, thereby contributing to a viable future.

In our numerous educational formats and diverse entrepreneurship events, we focus on practice-related, team-oriented and interdisciplinary project work, bringing entrepreneurial students, founders as well as intrapreneurs together with our inspiring network of academics and international experts, successful entrepreneurs, cross-industry business partners and investors.

We stand for a vibrant innovative culture and support start-ups with our funding and acceleration programs. In addition to qualified consulting, we offer our start-ups,

students and partners innovative and creative working spaces and a physical incubator. In addition, we develop innovation workshops and entrepreneurship trainings for companies and executives in order to jointly develop solutions for the future of the economy.

We are constantly further developing our educational approaches and our understanding of entrepreneurship. To this end, we are active in the regional, national and international institutions that are helping to shape a European understanding of entrepreneurship.

We combine the best of many worlds: as an academic institute of a large German university, as an innovation laboratory and research institution, as a think tank, start-up incubator and as part of a cross-society learning community.

www.sce.de/en

We want to equip them to become active, to build and to use their own resources and to translate their ideas and projects into actions as entrepreneurs or intrapreneurs. Our goal is to establish the founding of a company as a viable option for one's own life, as well as to act as a successful intrapreneur within a company.

The most important thing is to develop an entrepreneurial mindset. We motivate people to think like entrepreneurs and to shoulder responsibility. We teach them to deal with uncertainty as well as leadership qualities and the ability to work in a team. We encourage people to look beyond the horizon of their disciplines and develop their own visions.

Think

Entrepreneurially

Your Idea

Start

Responsible entrepreneurs shape a viable future. Entrepreneurship as a meaningful and responsible tool can be both positive and profitable for the individual as well as for society. We support the pursuit of professional goals, as entrepreneurs or employees, and the shaping of social change.

the future

Create

Shaping the future together.

Thanks to our partners:



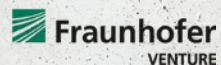
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BMW GROUP



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Many thanks to our main benefactors.

We thank Falk F. and Renate Strascheg and our Munich University of Applied Sciences for 15 years of great support and collaboration!



Prof. Dr. h.c. Falk Strascheg
Founder of the SCE

The SCE was founded in 2002 by the Prof. Falk F. Strascheg Foundation at the Munich University of Applied Sciences. Prof. Falk F. Strascheg is one of the most successful venture capitalists in Germany and Europe and is a founding partner of the venture capital company EXTOREL Private Equity Advisers. Prof. Falk F. Strascheg has been many things in his life. To limit it to his career, he's been an engineer, founder, entrepreneur, venture capitalist, supervisory board member, industry association head and, last but not least, donor and patron. His wife Renate Strascheg also has very close ties to the SCE. Since 2014, the Renate and Falk Strascheg Foundation has been sponsoring the Strascheg Award for innovations at the Munich University of Applied Sciences.



President Prof. Dr. Martin Leitner
Munich University of Applied Sciences

With 18,000 students in more than 85 undergraduate and graduate courses of study in 14 faculties, the Munich University of Applied Sciences is one of the largest universities of applied sciences in Germany. It offers excellent application-oriented teaching and research, a distinct culture of innovation and open academic coexistence. This culture enables cross-disciplinary education and personal development. In addition to sound knowledge and practical experience, MUAS alumni are characterised by international experience, intercultural competence and their viable and entrepreneurial thinking and acting. With these interdisciplinary qualifications, they are well prepared to engage in work and society with vision, creativity and a sense of responsibility.

2019

SURVEY OF THE YEAR

Top placement in Gründungsradar



The Munich University of Applied Sciences and SCE are ranked an outstanding second in start-up funding at German universities. The Gründungsradar study by the Stifterverband für die Deutsche Wissenschaft compares the performance of German universities in promoting start-ups.

www.gruendungsradar.de

Jan

Feb

M:UniverCity – The network for co-creation

In the co-creation network M:UniverCity founded by HM and SCE, partners from academia, business, civil society and government work together in the regional innovation system within the framework of an institutionalized network and transfer structure. M:UniverCity is organized in living labs, such as the Digital Transformation Lab launched in cooperation with Amazon Web Services.

www.hm.edu/muniversity

M:UniverCity

Freeletics completes 45 million dollar financing round

Fitness start-up Freeletics is completing a series A round of financing with \$45 million. Freeletics has 36 million users in over 160 countries and has seen record sales growth of 120% in the past 6 months.

www.freeletics.com



Real Time Innovation instrument

The Real Time Innovation (RTI) approach based on pattern research supplements existing innovation tools with a new perspective on the process and the resulting methods. RTI is commercially available as a card set, canvas and accompanying booklet in German and English.

www.sce.de/realtimeinnovation



Apr

Mar

Tech accelerator for the beverage industry

The Drink Innovation Campus (DICA) launches with novel ideas and innovations – from flavours and beverages to logistics and digital applications and new worlds of experience. The accelerator particularly focuses on the areas of sustainability, digitization and personalization.

<https://drinkinnovation.de>



DRINK
INNOVATION
CAMPUS

Startup Weekend 2019 – Social Innovation

In May, everyone with a head full of innovative ideas that haven't been thought through to the end come to our hall for the Startup Weekend. The motto of this year's event was "Social Innovation" such as civic engagement, equal opportunities or environmental responsibility.



May

DeepDive

Entrepreneurship and
Digital Transformation

New master's programme and MOOC

To prepare for the master's degree in Entrepreneurship & Digital Transformation, over 1,000 participants will take part in a Massive Open Online Course (MOOC) by autumn 2019. The first group of nearly 30 students of the new three-semester master's course started in October. They are deepening their knowledge of entrepreneurship and digital technologies and above all gaining practical experience on their own start-up ideas as well as in practice-oriented corporate projects.
www.deepdive.school



Doctorates at SCE: DBA & DBI

We congratulate over 20 doctoral students who have already completed the Doctor of Business Administration (DBA) at HM and SCE in cooperation with the University of Edinburgh. From 2020, the Doctor of Business Innovation, or DBI, programme will also be launched in cooperation with the University of Aveiro in Portugal.

www.sce.de/dba

www.sce.de/dbi



Innovations Café goes summer fete

Summer, sunshine and open house in the start-up incubator: In June, the Innovations Café Community, the monthly networking event of SCE start-up funding, celebrates its summer fete in the incubator. In addition to celebrating and networking, visitors can look behind the scenes and get to know the SCE start-ups and test their prototypes.

www.sce.de/innovations-cafe



Bavaria Israel Partnership Accelerator

In the Bavaria Israel Partnership Accelerator Programme (BIPA), German and Israeli students and young professionals work together in teams to design innovative solutions for companies. After a workshop phase in Munich or Be'er Sheva, there is a 7-week virtual acceleration phase that ends in final results presentations. www.bip-accelerator.com

Jun



Spyra shoots through the roof!

After only 24 minutes and 53 seconds, Spyra One achieved its funding goal for the Kickstarter campaign. This makes the SCE start-up alumnus the most successful Kickstarter project of the year in Germany! www.spyraone.com



University certificate in Founding Your Own Start-up

With the new start-up certificate programme, aspiring founders are supported in the implementation of their innovative and scalable start-up ideas. For this they are provided with workshops, competent advice, integration into the network as well as premises and material budgets and are enrolled at the HM. www.sce.de/start-up-zertifikat

JUL

Pedelects at SCE

Two start-up alumni are working hard to bring the mobility revolution forward: Ridetronic and Fazua. Both try to combine the advantages of a pedelec with the classic riding experience. Fazua raises 15 million euros in a financing round in 2019 and Ridetronic comes third in Stefan Raab's Thing of the Year.

www.ridetronic.de

www.fazua.com



Aug



Sep



Proglove: 40 million dollars for growth

Proglove – the global leader in smart gloves in Industry 4.0 – receives \$40 million in growth capital from Investor Summit Partners. The SCE alumnus plans to use the start-up capital for global expansion.

www.proglove.com

SCE heads the German chapter of THA

The SCE now heads the German chapter of the renowned international Triple Helix Association (THA) and presented itself in this role at the THA conference in South Africa in 2019. The goal of the THA is to improve scientific knowledge and operational skills between business and government.

www.triplehelixassociation.org



Tech-investor Frank Thelen at the SCE



There was a full house of curious faces at 'Experience entrepreneurs live' with Frank Thelen, who demonstrates and discusses the latest tech trends.

www.sce.de/unternehmer-live

Oct

40 million euros for Holidu



Holidu, the search engine for holiday homes and apartments and SCE start-up alumnus, raised 40 million euros in a financing round and brought two new shareholders on board. With this, Holidu wants to press ahead with the establishment of another brand.

www.holidu.de

Founding of the Denkfabrik Hochschulen & Entrepreneurship

With the founding of the association Denkfabrik Hochschulen & Entrepreneurship, start-up universities have given themselves an institutional framework and are strengthening their collaboration – from a training programme for university start-up consultants to a project seminar at all Denkfabrik universities.

www.denkfabrik-he.org

EPIC: What training makes people entrepreneurial?

The public presentation of the EPIC tool (Entrepreneurial Potential & Innovation Competences) at the eighth University Business Forum in Brussels ends a two-year research project by the SCE and its four consortium partners. EPIC is an adaptable online evaluation tool to support entrepreneurship education across Europe.

<https://heinnovate.eu/en/resources>



HM and SCE win at EXIST Potentials

For their eBridge concept, HM and SCE receive awards from the BMWi's EXIST Potentials Initiative. As part of the joint project of the major Munich universities, Munich B2B Co-Creation Hub, the HM and the two Munich universities LMU and TUM had submitted a cooperative application in the "International Leadership" category. www.exist.de



Nov

Ecofario wins Next Economy Award

The SCE start-up alumnus ECOFARIO is awarded the Next Economy Award 2019 (NEA) in the 'Resources' category as part of the German Sustainability Award. The NEA is the most prestigious award for start-ups that focus on social and ecological sustainability.

www.ecofario.eco

Dec



SCE @ Europe

By winning the three European projects eTime (COSME), HEInnovate 2.0 (Erasmus+) and Shiine (COST), the SCE will position itself in Europe for the next few years in the training of entrepreneurship educators, in supporting entrepreneurial universities in Europe and in quadruple helix research.

2020



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