

ANNUAL REPORT

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# Strascheg Center for Entrepreneurship (SCE)

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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](http://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:



Landeshauptstadt München



# Many thanks to our main benefactors.

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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.

2020

Jan

## eBridge Alliance

In 2020, we launched our international network ‚eBridge Alliance‘ which grew to 15 university partners and 11 incubators. Together, eBridge Alliance partners address societal challenges through technological innovation and responsible entrepreneurship. In the joint multi-stage program called the ‚eBridge Sprint‘, international talents, teams and corporate partners worked together on ideas and solutions. After the successful sprint, the joint support of trans-national startups began in the ‚Incubation Network‘. [www.sce.de/ebridge](http://www.sce.de/ebridge)



Feb

## entreTime - teaching through entrepreneurship

The European consortium with SCE/HM in the lead wins the EASME announcement of the European Commission. In the three-year EU project, the partners are developing a train-the-trainer program for entrepreneurship teachers in Europe. As a result of the pandemic, this will initially be developed as a Massive Open Online Course and will also be established offline in the future.

[www.entretime.sce.de/](http://www.entretime.sce.de/)

entreTime

## Tangany convinces with blockchain

Tangany offers a white-label crypto custody solution for digital assets on blockchain. This includes secure management of over 60,000 wallets in a digital vault and easy use and communication with different blockchains. With this solution, they convinced HTGF and business angels for a successful funding and won the prestigious Fintech Germany Award 2020 in November. [www.tangany.com](http://www.tangany.com)



## Real Projects

In the practice-oriented and interdisciplinary Real Projects teaching format, the entrepreneurs of tomorrow will be equipped with the necessary skills to help shape our future responsibly. In 2020, over 1,000 students were trained in entrepreneurial thinking and responsible action.

The summer semester concludes with the Digital Pitch Festival, featuring more than 20 teams on topics including Plastic in the Ocean, Food Innovation, Better Machines for Future, Culture and Digitalization.

[www.sce.de/real-projects](http://www.sce.de/real-projects)



# Mar

### SCE ... in times of Corona

The Corona pandemic also left its mark on the SCE—how could it be otherwise? Especially in this time of crisis, we are convinced that we want to make a valuable contribution through 'Responsible Entrepreneurship' in dealing with the pandemic and in adopting social responsibility. The digital conversion of many of the center's offerings is a challenge that the SCE team is mastering well together. Our Creative Hall is quickly being transformed into a Broadcasting Studio. In addition to the uninterrupted continuation of all activities in modified form, both in teaching as well as in research and in supporting our young start-ups during this crisis, an additional cross-faculty Open Online

Course 'Introduction to Entrepreneurship' is established. It is available to all students and interested parties.



# Impulses, Opportunities and Challenges as a result of Corona

Since 2020, not a week goes by without new impulses... on digitalization, new formats, internationalization and new forms of collaboration and co-creation, to name just a few. Thus, the pandemic brings and accelerates change and we are convinced that we will emerge from it strengthened by our learnings. If we can wish for anything, then it is the ability for us to succeed in this as a society and to learn from the global community and cooperation on how to successfully address global challenges such as the climate crisis, poverty or species protection.



# Apr

## PhD at SCE: DBI & DBA

The part-time doctorate for executives, the ‚Doctor of Business Innovation‘ (DBI), was launched in 2020 in cooperation with the Portuguese University of Aveiro. In addition to the ‚Doctorate of Business Administration‘ (DBA) (in cooperation with Heriot-Watt University in Edinburgh), we are now pleased to offer this innovative PhD opportunity. With its HM/SCE PhD program, it is particularly outstanding for its consistent focus on the needs of industry and economy.

[www.sce.de/dbi](http://www.sce.de/dbi)





## Entrepreneurship DeepDive with MOOC and Master

More than 3,500 participants took part in our Free Open Online Course (MOOC) ‚Entrepreneurship and Digital Transformation‘. The 3-week online course also serves as preparation for the master’s program ‚Entrepreneurship & Digital Transformation‘, which 27 students from 12 countries started digitally in September 2020. [www.deepdive.school](http://www.deepdive.school)

# May

## Start-up-League

2020 was as challenging as it was successful for our start-up support team. 62 promising start-ups were advised and coached within the Start-up League during these difficult times. 31 established start-ups (3 of them international) were coached and a total of 28 start-up teams were included in the ‚Start-up Certificate‘. We were particularly proud of the six successful teams that received an EXIST start-up grant or FLÜGGE funding. [www.sce.de/start-ups](http://www.sce.de/start-ups)

Start **UP** League



# Jun

## SCE Showroom

The digital showroom of the Strascheg Center is inaugurated. As an example, take a look at our start-ups and the project results of our teaching formats in our digital showroom, whether as a film, poster or 3D model. [www.sce.de/showroom](http://www.sce.de/showroom)

## Nutrisafe: Supply chain security thanks to blockchain

In an Austrian-German cooperation, universities, companies and authorities from both countries are researching the use of distributed ledger technology (DLT) for supply chain security in food production. In the sub-project ‚Business Model Potentials‘, SCE is conducting prototype testing with start-ups in the food and beverage industry from our ‚Drink Innovation Campus Accelerator‘ (DICA). [www.nutrisafe.de](http://www.nutrisafe.de)



# Jul

## SCE Investor Day

At the digital SCE Investor Day on July 1st, about 50 investors met 18 selected startups. The applicants were teams with capital requirements ranging from pre-seed to Series A, who pitched for financing of up to 1.5 million euros at the closed online event. [www.sce.de/investorentage.html](http://www.sce.de/investorentage.html)

# Aug

## ChargeX wins awards, finances itself and advances the mobility revolution

The Charger-Infrastructure start-up ChargeX concludes its crowdfunding with considerable success and raises one million euros. The initial funding goal of 100,000 euros was exceeded rapidly. This capital is invested to meet the increasing demand for charging points. In addition, ChargeX received several awards for innovation in the mobility sector, winning the ‚Innovation Leben Award‘ in the mobility category and second place in the race for the German Innovation Award. [www.chargex.de](http://www.chargex.de)



# Sep

## Digital Transformation Lab (DTLab)

In 2020, a total of 15 practical projects, so-called Challenges, took place with around 170 students. Here, students supported by Amazon Web Services (AWS) worked together with stakeholders from the public sector on concrete problems in the field of digitization. The topics ranged from support for Alzheimer's sufferers to the classification of tree species. The DTLab Cloud

Summer Camp, which took place for the second time in 2020, offered 200 participants a four-day introduction to AWS for innovators.

[www.hm.edu/sites/dt\\_lab](http://www.hm.edu/sites/dt_lab)



# Oct

## International E'ship Day

The 2020 E'ship Day was digital and international. We welcomed more than 500 visitors from all over the world to our studio in the Creative Hall. They participated in an interactive panel discussion with international experts on learnings and opportunities from the pandemic and took part in the 'Strascheg Award' ceremony, which featured live start-up pitches. The best pitch was awarded the 'Best Pitch Award' via live voting. [www.sce.de/eshipday](http://www.sce.de/eshipday)





## Science meets Innovation

The SCE Research Colloquium at the Munich University of Applied Sciences provides an opportunity to present entrepreneurship and innovation research and to discuss new relevant concepts, methods and theories. In 2020, the topics included Innovation Management & Entrepreneurship PhD Projects (DBI), Effectuation and Cultural Entrepreneurship, Female Entrepreneurship and Diversity, and Quadruple Helix Innovation. [www.sce.de/colloquium](http://www.sce.de/colloquium)



# Nov

## M:UniverCity – The Innovation Network

The HM/SCE innovation network grew immensely in 2020. Numerous new partners from science, business, politics and civil society were inspired to participate in a large number of virtual co-creation events. At 20 workshops with 400 participants, answers to the urgent future questions of our metropolitan region were developed and partially implemented directly, such as in the Westend neighborhood, where the first low-car urban district in Munich is in preparation. [www.hm.edu/muniversity](http://www.hm.edu/muniversity)



# Launch of SCE Freiraum Ventures

With ‚Freiraum Ventures‘, SCE creates an early-stage venture capital fund specialized in investments in early-stage start-ups. Through its connection to SCE, as the entrepreneurship center of HM, the fund has excellent access to early-stage founding teams in the regional, national and international start-up ecosystem. Start-ups can apply now at: [www.freiraum.vc](http://www.freiraum.vc)



# Dec

## Connect. Train. Create: Start of the Precelerators

The Munich University of Applied Sciences and the SCE, win with their „Precelerator“ concept at the funding initiative „StartUpLab@FH“. In December, the Precelerator opened its doors as a new community space of SCE & HM for entrepreneurship and prototyping. The Precelerator provides a new opportunity for all students to participate and develop their own individual and team projects. It creates an open creative space for experimenting and implementing one’s own ideas, in which responsible entrepreneurial thinking and action are taught. From now on, a variety of formats, workshops and events will take place on a regular basis. [www.precelerator.de](http://www.precelerator.de)



2021



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