

ANNUAL REPORT

2021

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2022



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 to think and act entrepreneurially, 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

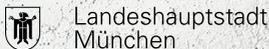
Your Idea
Start

Responsible entrepreneurs shape a viable future. Entrepreneurship is a meaningful and responsible tool that 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:



renate & falk
strascheg
stiftung



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.

2021

SURVEY OF THE YEAR

Innovation-Café connects people digitally

Jan

In 2021, many of our activities continue to start the year in digital form. Above all, our Innovation Café offers all founders, entrepreneurs and innovators digital opportunities to meet, network and exchange ideas. Every month there were new impulses for start-up marketing, financing, internationalization and many other exciting topics.

www.sce.de/innovations-cafe



Precelerator Events & Projects

At the beginning of the year, the Precelerator, our community space for entrepreneurship and prototyping, was also picking up speed. The Precelerator invites students, ideators and curious minds to get involved and offers a wide range of training for entrepreneurship skills and mindset, e.g. our Personality Gym or the Coding Dojo. In addition to the events, you can promote your own projects and find fellow companions, e.g. to develop and build a hydroponic system. www.precelerator.de



DcubeD New Space made in Germany

In January, our alumni start-up DcubeD successfully completed its round of financing. DcubeD develops satellite components, such as deployable structures, for the rapidly growing space market. Almost a year later, on January 13, 2022, the first DcubeD product, Nano Pin Pullers (nD3PP), made its space debut on a Space X Falcon 9 rocket. www.dcubeD.space





Feb



Best Start-up Support at a University of Applied Sciences nationwide

With a total of six approved EXIST start-up grants, our start-up support occupies an excellent 5th place in Germany of all universities. This makes the HM the best and the only HAW among the top 10. www.sce.de/gruenden

ACCELERATOR



Female Entrepreneurship – FIVE podcast and research focus

The research colloquium at the SCE focusing on “Female Entrepreneurship” takes place in February. The pilot episode of the new monthly FIVE podcast with start-up stories from female founders goes online in March. www.sce.de/fivepodcast





Doctorate at SCE: DBI, DBA & Ph.D.

In cooperation with HM, SCE and the University of Hohenheim, Dr. Audrey Stolze completed her PhD thesis “Third Mission Advancement in Higher Education”. Our DBI Day and the DBA Day took place

digitally in March and April. Since 2020, in addition to the Doctor of Business Administration (DBA) (in cooperation with Heriot Watt University Edinburgh), we have also been offering the part-time doctorate for managers with the Doctor of Business Innovation (DBI) in cooperation with the Portuguese University of Aveiro. Both doctoral options are based on the needs of ambitious managers and executives as well as industry and business. www.sce.de/promotion
Third Mission Advancement in Higher Education

Mar

Great 2nd place in the Gründungsradar 2020

HM and SCE defend their top position in the 2020 start-up radar in the category of large universities of applied sciences. With only 0.24 points, the gap to 1st place is very small. The Gründungsradar (in English: Start-up Radar) is the most important ranking for start-ups and entrepreneurship from German universities.

www.gruendungsradar.de



Apr

Munich Global Impact Sprint (MGIS) Kick-off

The Munich Global Impact Sprint begins its work as an ecosystem-wide accelerator for innovation and entrepreneurship. The MGIS integrates the unique Munich entrepreneurship ecosystem and promotes further joint development. MUC Summit GmbH acts as an ecosystem integrator.



**MUNICH
GLOBAL
IMPACT
SPRINT**

Joint Clubhouse talk-format Munich Innovation Talk

Since February, we have been conducting the Munich Innovation Talk together with Munich ecosystem partners as part of the MGIS on the new and hyped audio platform app Clubhouse. Hosted by the four major Munich universities and their Entrepreneurship Centers – UnternehmerTUM & TUM, HM & SCE, German Accelerator & LMU and UniBW & founders@unibw – we speak to a wide range of guests from the Munich ecosystem and beyond.



May

ajuma convinces at ISPO and German TV-show

ajuma receives the coveted ISPO Brandnew award for its UV bodyguard, which is given to the most promising newcomers in the sports industry. They were also able to convince the prominent jury of the German TV-show “Die Höhle der Löwen” (the German pendant to “Shark Tank” or “Dragons Den”) with their smart little UV measuring assistant and secure funding of €110,000. www.ajuma.eu



Tech accelerator for the beverage industry

The Drink Innovation Campus (DICA) of the innovation partners Ardagh, Bitburger, drinktec, Franken Brunnen, INSIDE Beverages and SCE is promoting new drink tech startups again with exciting ideas and innovations in batch 5 and 6 - from a waiter call system to edible drinking straws and cooling systems by magnetic force. www.drinkinnovation.de



Celonis: Decacorn founder speaks at Ulive

Celonis founder and HM alumni Bastian Nominacher is speaker in our lecture series “Entrepreneurs live” and fascinated the audience with his lecture “From student start-up to world market leader”. The software company and so-called Decacorn, i.e. a start-up with a valuation of over USD 10 billion, is today the world market leader in process mining. With the help of the Celonis Execution Management System, business processes can be digitally mapped and analyzed and process inefficiencies are identified and eliminated. www.celonis.com

**UNTERNEHMER
LIVE ERLEBEN!**

Online Event
Anmeldung unter
www.sce.de/events

24/06/21
18:00 Uhr



BASTIAN NOMINACHER
Celonis

VOM STUDENTISCHEN START-UP
ZUM WELTMARKTFÜHRER



Jun

Start for Future – International network is expanding



Our international network made great progress in 2021. The eBridge Alliance has evolved together with the European Institute of Innovation and Technology (EIT) and other partners to become the new initiative Start for Future. Start for future is an international network that promotes social and technological innovation through entrepreneurship.

The aim is to develop international start-ups and innovative B2B co-creation projects while contributing to growth, internationalization and creating impact for the partner ecosystems. In a joint process, the partners carry out thematic sprints with talents, innovation teams and early-stage start-ups from European universities who support this purpose. In the process, international talents are identified and teams are formed. These are then promoted in a European incubator network and brought together with co-creation partners. www.startforfuture.eu

Tandem+ & EUAccel – double success of SCE and HM at EIT HEI initiative

With “Tandem+” SCE wins as part of a consortium of eight European entrepreneurship actors with the University of Aveiro in the lead at the EIT HEI initiative “Innovation Capacity Building for Higher Education”. Tandem+ stands for “Transformation, Acceleration, Networking, Development, Entrepreneurial Education and Mentoring+”.



It promotes the international exchange of talents and start-ups and develops a network between universities, EIT Knowledge and Innovation Communities (KICs) and other actors in the specific regional ecosystems. Hochschule München University of Applied Sciences is also successful with its EUAccel submission in the EIT HEI tender.

Jul

Open Transfer Camp New Green Munich

In July, a cooperation of Munich ecosystem partners - consisting of HM, SCE, M:UniverCity, TUM, UnternehmerTUM, Munich Urban Colab and Stiftung Bürgermut - was invited to join the openTransfer CAMP “New Green Munich”. Prominent guests from science, politics, civil society and business explored the question of how we can shape the liveable city of tomorrow starting today.
www.opentransfer.de



Aug

Pionierkraft – Seven-digit financing and market entry

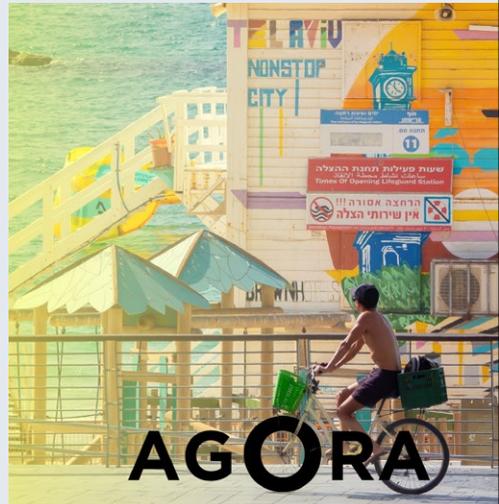
Pionierkraft offers what many homeowners with PV systems dream of – sharing solar power with their neighbors. The start-up offers an energy-sharing solution consisting of hardware and intelligent software. With this idea, the start-up convinced investors and is continuing on its growth course with a seven-figure late seed investment round. This was accompanied by the start of the serial production of their freshly CE-certified flagship product, the ‘pioneer power plant’. www.pionierkraft.de



AGORA – Development of a 3D network and learning platform

AGORA is a DAAD-funded program to develop an international marketplace for entrepreneurship exchange, teaching and project work. The aim of Agora is to expand international teaching practice by integrating entrepreneurship skills in 3D learning worlds and improving online teaching skills and teaching quality as well as improving the entrepreneurship skills of students. In 2021, the project started in two directions. On the one hand, great progress has been made in the modeling and development of the 3D meeting and learning platform. On the other hand, the “Entrepreneurship Talent Program” started with the aim of enhancing the exchange of entrepreneurial bachelor’s and master’s students. Part of the program is a financially supported internship at an international start-up or incubator from the international AGORA partner network.

www.sce.de/agora



Sep



GXC wins award at ECIE 2021

The “International Virtual Innovation Challenge” course of our GlobalXChanges/Challenges (GXC) program wins the 7th Teaching Innovation & Entrepreneurship Excellence Award 2021 at the ECIE 2021 (European Conference in Innovation and Entrepreneurship). The GXC International Virtual Innovation Challenge is a unique action-learning experience for undergraduate students.

Batch #6 of our Start-up Certificate

In August we were already able to welcome batch #6 of our start-up certificate program. The 14 newly admitted teams were able to convince us with versatile and innovative ideas and are now part of the Start-up League. As part of the certificate, the founding teams go through a tailor-made and intensive 24-week program including coaching, working space in the incubator, infrastructure, prototyping budget, workshops, access to a network of experts and much more.

www.sce.de/start-up-zertifikat



Oct

paretos secures 3,5 million euros

paretos is already completing its second financing round for 2021 in September. AI-supported optimization algorithm.

paretos is an end-to-end data science & AI platform for business-relevant optimizations, dynamic forecasts and impact analyses. With it, medium-sized and smaller companies can also create fully automated forecast models, interpret complex data and derive strategic decisions with the help of target KPIs.

www.paretos.ai



Nov

HM E'ship Summit 2021 – International online conference and Strascheg Award

At the HM E'ship Summit, over 400 guests gained insights into the entrepreneurship activities of leading global innovation ecosystems, exchanged ideas with like-minded people and experts from 26 partner universities, start-up centers and incubators and met the winners of the Strascheg Award 2021. In addition to keynotes and matched one-on-one conversations, the participants from 43 countries learned more about the latest trends and international developments in a variety of professional sessions.

www.hopin.com/events/eship-summit



M:UniverCity – Knowledge Exchange in the Quadruple Helix

In 2021, the M:UniverCity innovation network continues to promote the exchange of knowledge between partners from science, business, politics and civil society from the ecosystem of the Munich metropolitan region. Innovations for society are developed in more than 20 events. For example, in the dialog forum series “City of the Future,” scenarios are developed for how the population will live in the future, using Munich Westkreuz as an example. Furthermore, experts will discuss the topic “From a throwaway society to a circular economy?” at an event with the Munich Re Foundation in November.

hm.edu/munivercity



M:UniverCity



Success in the Stifterverband – tender Entrepreneurial Skills

SCE and HM are also successful in the competitive second stage of the “Entrepreneurial Skills” program of the Stifterverband. From a total of 69 submissions from German colleges and universities, their concept for the “Entrepreneurship & Innovation Introductory Days” was one of four successful submissions. The introductory days offer a motivating and playful approach to entrepreneurship, enable self-efficacy experiences right from the start of the course and impart a variety of key competencies of an “entrepreneurial mindset”.

[www.stifterverband.org/
entrepreneurial-skills](http://www.stifterverband.org/entrepreneurial-skills)



Dec

Impact for Future: Funding for Consortium around HM, SCE and SEA



The partner consortium consisting of HM, SCE, Social Entrepreneurship Academy as well as TU Munich, Landshut University of Applied Sciences, Munich Business School and Universität der Bundeswehr München was awarded a seven digit grant by the Bavarian State Government as one of a total of six successful submissions for its holistic concept for “impact-oriented entrepreneurship training”. With “Impact for Future” the topic of social responsibility is anchored more firmly in the university landscape.



Model project AI+Munich receives 5.9 million to expand the AI hotspot Munich

Together with other Munich ecosystem partners, the Munich Center for Digital Sciences and Artificial Intelligence (MUC.DAI) at Hochschule München University of Applied Sciences and the SCE receive a EUR 5.9 millions EXIST-funding from the BMWi for start-ups in the field of artificial intelligence. Munich will thus continue to strive as an AI start-up lighthouse. In the future, the partners will jointly promote the AI ecosystem in the region.



5 investments by SCE Freiraum Ventures

In 2021 – the first year of its existence – our SCE Freiraum Ventures Fund invested in its first five startups. SCE Freiraum Ventures back early-stage start-ups that have successfully shown first steps and convince with a solid idea, a strong team and strong commitment. The (early-stage) fund has the highest level of expertise in advancing and accelerating early-stage start-ups in all areas that have a scalable business model. In addition to financing, the teams also benefit from knowledge, coaching, the network and SCE infrastructure.

www.freiraum.vc

2022 

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for Entrepreneurship

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Entrepreneurship-Center
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