

UnternehmerTUM is the new mobility hub in the Digital Hub Initiative of the German Federal Ministry for Economic Affairs and Energy

Official launch of the Digital Hub Initiative at the National IT Summit in Saarbrücken

Garching/Munich, 17.11.2016. UnternehmerTUM is now a Mobility Hub. The announcement was made today by the Federal Minister for Economic Affairs and Energy Sigmar Gabriel at the National IT Summit in Saarbrücken. This makes UnternehmerTUM one of the first five hubs to participate in the Digital Hub Initiative of the German Federal Ministry for Economic Affairs and Energy. The Bavarian Ministry of Economic Affairs is promoting the hub with a sum of roughly 500,000 euros.

A total of up to twelve hubs are being created around leading German industries that are developing strong national and international appeal and have been chosen to promote the digital transformation in Germany. The aim of the Digital Hub Initiative is also to give cooperation between founders and established companies a powerful, targeted boost.

"I am convinced that joint ventures will become increasingly important in the future - and that established companies will necessarily have to come into close contact with start-ups. Both sides benefit from this: established companies from the creativity, high speed and flexibility of start-ups, and start-ups in turn from the

processes and scaling of large companies," said Susanne Klatten, entrepreneur and Chairwoman of the Supervisory Board of UnternehmerTUM, during the IT summit. "With the Digital Hub Initiative, targeted interconnections between classic industry, IT, software and Internet companies, start-ups and science will be systematically expanded and new joint projects initiated," Klatten added.

Ilse Aigner, the Bavarian Minister for Economic Affairs, Media, Energy and Technology, congratulates UnternehmerTUM on its successful application. "Bavaria offers ideal structures for the Mobility Hub. With the Zentrum Digitalisierung.Bayern, the state already has excellent infrastructure in the area of digitalization. The platform "Networked Mobility", in particular, offers many direct points of reference. The award will provide digital transformation in Bavaria with an additional boost." The Bavarian Ministry of Economic Affairs is promoting the hub with a sum of roughly 500,000 euros.

Today, UnternehmerTUM, the center for innovation and business creation at the TU Munich, is already a world-leading platform on which innovators from start-ups, companies and universities jointly develop new scalable digital products, services and business models.

As a mobility hub, with the initiative of the federal government and with the support of the German digital association Bitkom, UnternehmerTUM is expanding its portfolio of digital innovation and start-up projects focused on mobility. The aim is to sustainably strengthen Germany's outstanding position as an innovation location for mobility solutions.

On state level too, the Digital Hub Mobility can also rely on powerful partners. As an initiative of the Bavarian Government, the Zentrum Digitalisierung.Bayern is a state-wide platform for

research, cooperation, innovation and start-up activities. The platform "Networked Mobility", in particular, will also be a focus of close cooperation in all fields of action relating to Digital Hub Mobility.

The Mobility Hub has extensive support from Federal Transport Minister Alexander Dobrindt and from the mobility and digital sector – its founding partners are Audi, BMW, Daimler and IBM.

In addition to existing activities in cooperation with start-ups and established companies, UnternehmerTUM is planning three areas of action to strengthen the hub network, in cooperation with Bitkom and the Zentrum Digitalisierung.Bayern.

1. UnternehmerTUM, together with IBM, offers a digital training program for innovators and start-ups: the Digital Product School. More than 100 digital product managers, software developers, UX designers and artificial intelligence specialists will work together here each year. In specific practical projects, the latest agile development methods are being applied, and digital products implemented in order to solve customer problems. This training program takes place in IBM's worldwide Watson IoT Center in Munich.

2. Within the framework of the German Digital Hub, new experimentation and test platforms in the areas of mobility and Smart City are being initiated and supported. In the interconnection and bundling initiatives, and in projects on city, state, federal, and EU level, the focus is on the topics of Big Data, eMobility, Mobility Services and autonomous driving.

3. With innovation and founder events such as start-up pitches, demo days and make-tanks, the interconnections between the mobility industry and IT, software and web companies are being systematically expanded and new joint projects are also being initiated.

Press Contact

Sabine Hansky
Head of Communication & Development
UnternehmerTUM GmbH
Tel +49 89-18 94 69-1311 | Fax +49 89-18 94 69-1199
hansky@unternehmertum.de

UnternehmerTUM

Center for Innovation and Business Creation at TU München

UnternehmerTUM offers founders and startups a complete service from the initial idea to IPO. A team of experienced entrepreneurs, scientists, managers and investors supports founders with the development of their products, services and business models. The experts accompany them actively with building up their companies, market entry and financing – also via Venture Capital.

The accelerator programme TechFounders coaches technology startups over a period of 20 weeks up to an initial venture round, and paves the way for joint ventures with established companies.

For industry partners, UnternehmerTUM is a unique platform for cooperation with new companies, and for expansion of their innovative strength and culture.

Covering 1500 square metres, 'MakerSpace', Europe's largest publicly accessible high-tech workshop, enables companies, startups and creatives to produce prototypes and small batches using state-of-the-art machines such as large 3D printers.

UnternehmerTUM was founded in 2002 by the entrepreneur Susanne Klatten. With more than 50 high-growth technology start-ups each year and its unique offering, it is the leading center for business creation in Germany.

<http://www.unternehmertum.de>

<http://www.facebook.com/UnternehmerTUM>

https://twitter.com/utum_muc