

## **State capital of Munich and UnternehmerTUM planning the city of the future:**

New start-up and innovation centre in the creative  
quarter

**Munich, 3 February 2016. The state capital of Munich and UnternehmerTUM GmbH, which was founded by the entrepreneur Susanne Klatten, are planning a new innovation and start-up centre in the creative quarter, where start-ups, established companies, scientists and researchers can work together with city planners, architects, and the public to develop innovative products, intelligent technologies, and services for the city of the future. This approach is unique – with the new innovation and start-up centre, Munich can play an international pioneering role in the development of smart-city solutions. On 16 February, the City Council will decide on the construction of the new centre.**

Today, nearly half of the world's people live in cities, a figure that is estimated to reach 70% by 2050. Munich also continues to grow: The city currently has 1.5 million residents and is expected to have 1.8 million by 2030.

Increasing urbanisation is changing how people live and is posing a number of significant challenges for cities, such as networking, mobility, renewable energy and energy supply, and the design of public spaces. The sustainable solution to these challenges will depend to a considerable extent on new technologies and provide entrepreneurial opportunities for innovative start-ups and founders.

Technology start-ups are finding that Munich offers an outstanding environment: It is characterised by six DAX corporate groups, a strong SME presence, unique industry diversity, the inspiring nature of universities and research institutions, a highly developed investor scene, highly qualified workers, and a cultural and creative industry that generates the highest turnover in Germany.

Founded in 2002, UnternehmerTUM makes a key contribution to the development of the start-up scene in Munich with a variety of offers for start-ups and young technology companies. At UnternehmerTUM today, such start-ups as Invenox, Navvis, and Park Here are already collaborating with established companies to develop new technologies and innovative solutions that can make urban infrastructures most sustainable and exploit the exchange of information in the city by means of networking.

Munich has for years been intensely committed to supporting start-ups and entrepreneurship. As a result, important projects have been able to be launched in recent years: In September, the online platform [munich-startup.de](http://munich-startup.de) went live, bringing all actors and activities in Munich's start-up scene together in the virtual realm. MTZ, the Munich Technology Centre, offers space for technology start-ups, as does Werk 1 in the Werksviertel, which the city has been funding since 2015. However, in spite of all of these offers, what is lacking is a central location in the heart of the city to support and network up-and-coming companies during the start-up and expansion phase and allow them room to experiment and try things out.

In the future, these forces are to be brought together under one roof, with the inclusion of the creative industry located in the creative quarter.

Networking with the creative scene will create new opportunities for interdisciplinary collaboration between start-ups and artists, designers, and architects, constituting a great enrichment for the smart-city issue. This is accompanied by the location's proximity to science and research – ideal for the development of technologies to keep the air and the environment clean, energy efficiency,

efficient use of commodities and materials, exchange of data and networking, energy supply, and urban mobility. Universities and research institutions in Germany and abroad are invited to join the strong partner Technische Universität München in contributing their expertise. The planned building in the creative quarter will be situated on the site of the former Luitpoldkaserne, offering the best conditions for experimenting with solutions for the city of tomorrow in the heart of the city and getting the public involved early on. In addition, Munich City Utilities (Stadtwerke München) have already signed a letter of intent concerning collaboration with the new centre. With this approach, and by tying in existing initiatives like the European project “smarter together”, Munich could play an internationally leading role for smart-city solutions.

Bavaria’s State Minister of Economic Affairs and Media, Energy and Technology Ilse Aigner welcomes the commitment by UnternehmerTUM and the City of Munich, and the Bavarian Ministry for Economic Affairs and Media, Energy and Technology will be supporting the project in the future.

The joint project by UnternehmerTUM, the state capital of Munich, and the Bavarian State Government creates great opportunities for bolstering Munich and Bavaria as an outstanding location for innovation and start-ups and in this way for operating on a par with other large-scale international projects, like those in Paris, London, Singapore, and Beijing.

Work is scheduled to start in 2017 on the construction of the new innovation and start-up centre for smart-city solutions, with roughly 10,000 m<sup>2</sup> of floor space for offices, event spaces, co-working spaces, and a prototype workshop.

The state capital of Munich will provide the land on a leasehold basis. UnternehmerTUM will cover the costs associated with constructing and operating the new building. The next steps toward a positive decision by the City Council on 16 February are developing a detailed design for the building, gaining additional partners and an invitation to tender for appointment as general contractor with the inclusion of the city council.

## Quotes

### **Susanne Klatten**

“With the new building, we are creating a unique place for founders, innovators, and creative types from all over the world who want to work together on solutions for the city of tomorrow. I’m excited that the state capital of Munich, UnternehmerTUM, and the State Government have established this public-private partnership in order to harness Bavaria’s strengths in the areas of mobility, cleantech, digitalisation, and manufacturing and apply them to smart-city solutions. The special location in the creative quarter will offer a creative environment that is sure to draw national and international partners from industry, science and research, and the start-up scene.”

### **Josef Schmid**

“Munich’s start-ups need a place in the heart of the city where they are networked with all important actors. Munich needs innovative companies that can work with us to develop the city of the future. Constructing a new centre thus benefits both the city and companies. The new innovation and start-up centre represents a big step forward for Munich. The future has arrived in Munich.”

### **Ilse Aigner**

“The new innovation and start-up centre will offer space for creativity and for innovations. This will reinforce Bavaria’s reputation as a place for start-ups. Our support in the area of digitalisation and with regard to technology promotion can also be used for projects on the topic of “smart cities”. Also in this regard, we are setting up a funding programme together with UnternehmerTUM, and the Bavarian Ministry for Economic Affairs and Media, Energy and Technology will contribute up to EUR 2.5 million toward it.”

## **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

## **About UnternehmerTUM GmbH**

UnternehmerTUM, the Center for Innovation and Business Creation at the Technische Universität München (TUM), founded in 2002 by the entrepreneur Susanne Klatten, provides support to international start-ups and established businesses to help them in the development of new products and services and during the growth phase in order to enable them to successfully gain a foothold in the market and expand. The TechFounders accelerator programme offers innovative start-ups in the technology sector extensive coaching and mentoring support over a 20-week period to prepare them for their first venture capital financing and to provide access to partners in their sector with whom they can undertake joint strategic projects. MakerSpace, the high-tech workshop of UnternehmerTUM, is a unique 1500 m<sup>2</sup> machine park that can be used for prototype construction and initial small scale serial production. The UnternehmerTUM fund is a source of capital for new technology businesses that have an international market potential. With 50 fast-growing technology start-up businesses and more than 1000 participants in its training programmes UnternehmerTUM plays a leading role in Europe.

<http://www.unternehmertum.de>

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

[https://twitter.com/utum\\_muc](https://twitter.com/utum_muc)