

## **UnternehmerTUM Launches New Artificial Intelligence Initiative with NVIDIA**

**Munich, October 10, 2017**

**UnternehmerTUM, Germany's leading centre for innovation and business creation, is launching a new Artificial Intelligence initiative with NVIDIA as its strategic partner. NVIDIA announced the collaboration today at the GPU Technology Conference in Munich.**

**Under the “AppliedAI” ([www.appliedai.de](http://www.appliedai.de)) initiative, and together with partners from all branches of industries, UnternehmerTUM and NVIDIA will drive the qualification of students and staff to develop AI application scenarios for autonomous systems in robotics, computer vision applications and more.**

German industry joins forces with UnternehmerTUM, research and tech companies to form the AppliedAI initiative, which focuses on accelerating the adoption of artificial intelligence in business. AppliedAI will enable companies, scientists, public institutions and young talents to learn and share best practices and implement the latest technologies into use cases at the technology site in Garching. Here, supported by NVIDIA, UnternehmerTUM is building a shared state-of-the-art AI lab and providing access to its full expertise, training formats, and innovation ecosystem. Leading companies such as Allianz, BMW, Giesecke & Devrient, Infineon, Linde, Munich RE, Porsche Consulting, SAP, Siemens and Wacker Chemie are already on board as partners of the initiative.

UnternehmerTUM is also providing training courses, online courses and meet-ups on the topic of AI as part of the initiative – many of them public and free of charge. Development of use cases is also planned for autonomous systems in the robotics and automotive industries, for example, as well as for man-machine interactions and computer vision in industrial plants. Andreas Liebl, project manager of the initiative, said: "We expect around 3,000 participants in the first year."

AI will be enormously important for business in the future. "The business plans of the next 10,000 start-ups are easy to forecast: Take X and add AI," says Kevin Kelly, editor at Wired magazine. According to a recent McKinsey study, AI systems could automate more than 60 percent of all professions in Germany alone. They have the potential to increase productivity by up to 1.4 percent annually.

"AI is the resource of the future," says Liebl, who contributed to the McKinsey study. "This is why we're happy to share our expertise with companies and start-ups who want to work on innovative AI solutions. In cooperation with our partners, we're applying our entire know-how here, together with all of our state-of-the-art technologies."

"AI won't be an industry – it will be part of every industry," said Alex White, vice president of Enterprise Business for EMEA at NVIDIA. "NVIDIA's leadership in the field of AI computing will accelerate AppliedAI's mission to help businesses large and small embrace this transformative technology."

[www.appliedai.de](http://www.appliedai.de)

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## **UnternehmerTUM**

### **Center for Innovation and Business Creation at TU Munich**

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.

XPRENEURS supports high-tech teams in early stage business model development. 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.

UnternehmerTUM is Digital Hub Mobility and one of 12 hubs of the “Digital Hub Initiative” established by German Federal Ministry for Economic Affairs and Energy (BMWi) and Bitkom.

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.

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