

DT3.5.2 SPECIALIZATION MATCHMAKING

Baden-Württemberg

Version 1
09.2021

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Contributor(s):





COCO4CCI MATCH MAKING EVENT GRÜNDER-GRÜN

Date: 24.06.2021, 29.07.2021, 26.08.2021

Location: Kreativzentrum, Lichtensteinstraße 6, in Schwenningen

Project relevance: Matchmaking between Creatives and Industry

Participants:

// Number of participants: 900 in total (300 per event), 19 direct conversations on 26.08.2021

// Participant structure:

__8_ AVM

__11_ CCI

Target groups:

Event

DESCRIPTION

Villingen-Schwenningen wants to push innovation and founding activities in the rural region of Schwarzwald-Baar-Heuberg. The nucleus takes place in the new creative center "DIE HALLE" in a former hanger owned by HALLER Industriebau and developed by Dirk Werner from econo media. A central part is the match making between students and start-ups and industrial organisations. Die Halle is partnering with all relevant stakeholders such as IHK, the regional business development agency and bwcon. Under pandemic restrictions it was difficult to catch and match people from both target groups. In June the partners started with high effort on hygienic concepts an indoor market where people can get in touch. Gründer Grün is an exhibition stand that has been introduced with local pressman on 24.06.2021. Start-Ups have planted plants to demonstrate how new businesses can grow over time. The partners are present on the monthly event to enforce matches. Other exhibitors are the creative hub of the university Furtwangen and a sound installation of the academy of music in Trossingen.

LESSONS LEARNT

During the first events showed that is helpful to place the exhibition stand close to the refreshment stations where most of the people spend their time.

FEEDBACK



A lot of peoples have a perverted picture of the creative industry. The face-to-face discussions and the touchable installations helped to reduce prejudices and to find things on common in the area of innovation and digitization.

FOLLOW-UP

The stand stays as a permanent exhibition in the center and will be visible during all events in the center.

PHOTOS



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08 2021

Author(s): Simona Pede, bwcon





DT 3.5.2 SPECIALIZATION MATCHMAKING - “INDUSTRY MEETS STARTUPS”

Date: 13th July 2021

Location: online - on the 2gther platform

Project relevance:

This event was organized as part of the Specialization Matchmaking foreseen in Deliverable DT3.5.2

Participants:

// Number of participants: 20

// Participant structure:

7 AVM

8 CCI

Event

DESCRIPTION

The “Industry meets Startups” event was designed to bring together some of the participants of previous COCO4CCI activities in Germany as well as further companies and startups to get to know each other and discuss cooperation opportunities. In particular, aim of the event was to enable an exchange among well established production companies and startups that might offer digital solutions and products for them.

Our business world is changing - digitisation, increasingly fast product cycles, co-creation with customers are just a few keywords that describe this change. For many companies, it is challenging to further improve and sell their core product on the one hand and to develop new (digital) products and services at the same time. The difficulty is mostly due to the fact that different corporate cultures are needed to master this in parallel. Therefore, many companies choose the path of cooperation with start-ups in order to outsource part of the product development and to act faster there with agile methods than is possible internally.

During the “Industry meets Startups” event on the 13th July 2021, startups from the bwcon and HdM's network and industry representatives exchanged ideas on the topic of cross-cooperation.

Following questions were tackled in the opening discussions:

- What are the experiences of an established company working together with a startup?



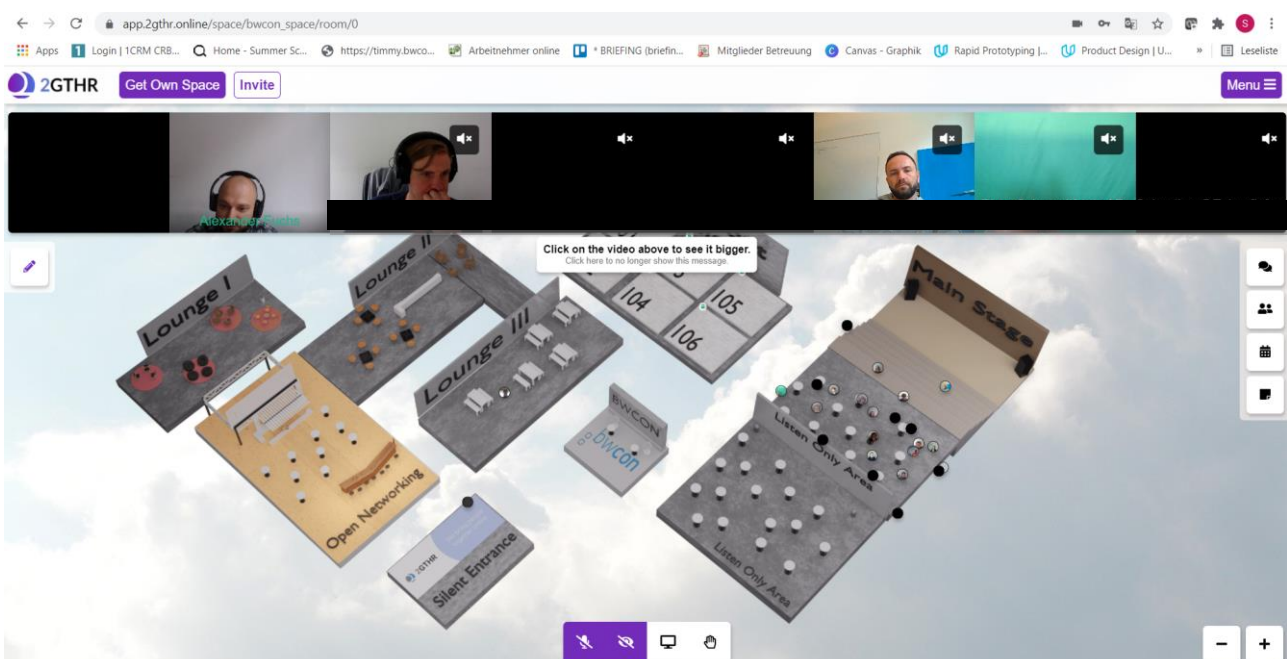
- What does it feel like as a start-up to cooperate with a large company and how do you succeed in acting at eye level?

The introductory discussion was then followed by eight pitches of startups:

1. scitis.io
2. TruPhysics
3. Pragmatic Industries
4. AR-Experts
5. Lariz
6. Wattro GmbH
7. beambumble
8. Rückmal
9. Saysom

The event was hosted on the 2Gther platform which enables a networking exchange among participants in different break-out rooms designed on a map. Following the presentations on the main stage, participants were able to continue one-to-one discussion in break-out rooms.

PHOTOS





2GTHR Get Own Space Invite Menu

AR EXPERTS

Kooperation UNTERNEHMEN + STARTUP

Die Perspektive eines StartUps

AR EXPERTS


Kooperation UNTERNEHMEN + STARTUP

Die Perspektive eines StartUps

2GTHR Get Own Space Invite Menu

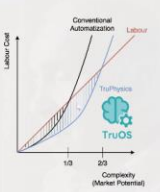
Solution

Complex individual automatization task



tru:physics

- ✓ Affordable
- ✓ Fast
- ✓ Agile
- ✓ Easy to implement



tru:physics

Complex individual automatization task

tru:physics

- ✓ Affordable
- ✓ Fast
- ✓ Agile
- ✓ Easy to implement

Labour Cost

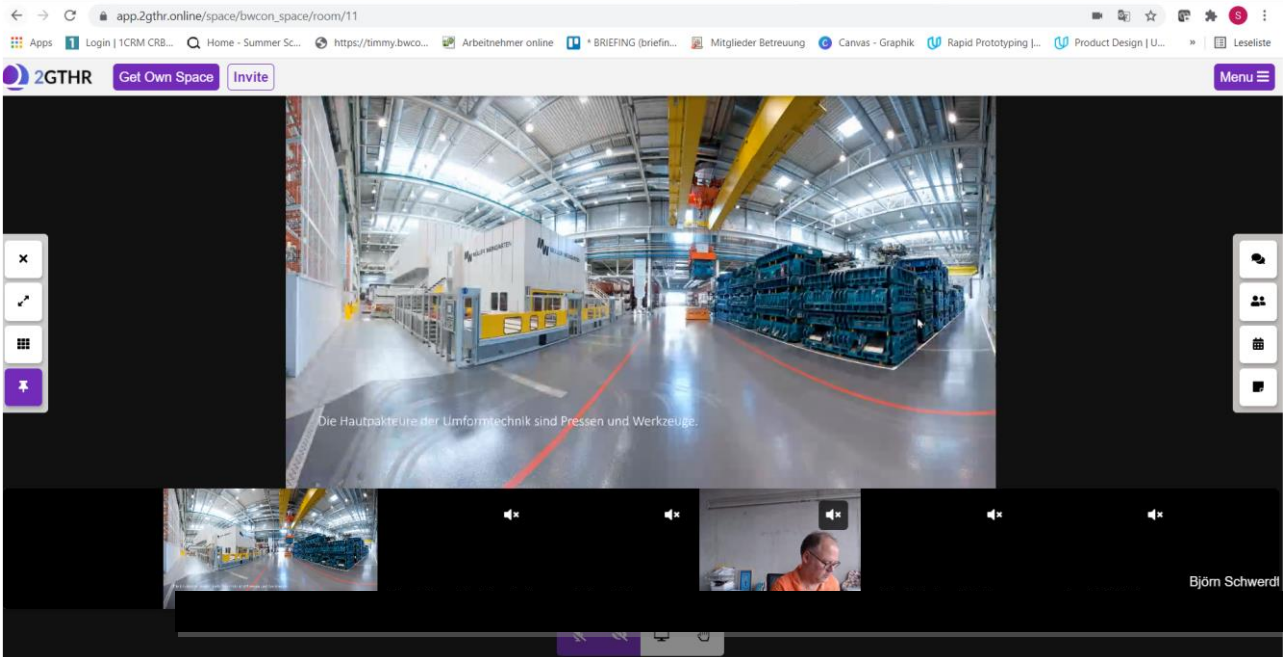
Conventional Automation

Labour

TruPhysics

TruOS

Complexity (Market Potential)



Promotion of the event on bwcon' newsletter and social media

The event was promoted on the COCO4CCI (cocobw.de) website as well as on the partners website (<https://events.bwcon.de/events/industry-meets-start-up/>)

Industry meets startup Netzwerk-Event zum Thema remote Work mit 8 Startup Pitches!

13.07.2021 | 15:00 - 16:30 Uhr | online

Die Special Interest Group Advanced Manufacturing aus dem bwcon Netzwerk lädt zum **Netzwerken und Scouting** ein:



8 spannende Pitches von Startups stehen an sowie die Vorstellung einer neuen Plattform: 2GTHR. Hier wird die bwcon in Zukunft auch dauerhaft als **digitaler Treffpunkt für die Community** zugänglich sein!

Sie sind interessiert an einer Mitarbeit in der SIG Advanced Manufacturing oder möchten sich die Pitches ansehen? Dann melden Sie sich hier noch **kostenfrei** zur Veranstaltung an!


Jetzt kostenfrei anmelden






 **bwcon**
1,456 followers
1mo • 

Unter dem Motto „Miteinander kooperieren und voneinander profitieren!“ findet das Sommer-Event des **#bwcon** Netzwerks und der **Allianz Industrie 4.0 Baden-Württemberg** statt.

Kooperationen zwischen etablierten Unternehmen & Startups:
 Wir reden über die Benefits, Herausforderungen und konkrete Ergebnisse mit **WIELAND WERKE AG** und dem Start-up **AR-Experts GmbH**.

Im Anschluss stellen die Start-ups **scitis.io GmbH**, **pragmatic industries GmbH** und **TruPhysics** Usecases aus dem Bereich **#remotework** vor.

Jetzt kostenfrei anmelden  https://lnkd.in/esp_maY

Bei Fragen wenden Sie sich an **Alexander Fuchs** (aFuchs@bwcon.de)

[See translation](#)



INDUSTRY MEETS START-UP
Das Netzwerk-Event zum Thema
remote Work mit 8 Start-up Pitches!

13.07.2021 Online-Event
15:00 - 16:30 Uhr Kostenfrei

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ANNEX 1: Agenda

15:00 Uhr	Begrüßung durch bwcon und die Allianz Industrie 4.0	
15:10 Uhr	Diskussionsrunde: Wie gelingt eine erfolgreiche Kooperation zwischen Start-ups und Industrie-Unternehmen und woran kann sie scheitern?	Björn Schwerdtfeger – AR-Experts Jürgen Jähnert – bwcon
15: 30 Uhr	1. Start-up Pitch: Datenverarbeitung in der Produktion	Ralf Kölle – CEO scitis.io
15: 35 Uhr	2. Start-up Pitch: Fernsteuerung von Robotern	Albert Groz – CEO TruPhysics
15: 40 Uhr	3. Start-up Pitch: Pragmatic Industries	Julian Feinauer – CEO Pragmatic Industries
15: 45 Uhr	4. Start-up Pitch: Pick-by-Vision App	Björ Schwerdtfeger – AR-Experts
15: 50 Uhr	5. Start-up Pitch: iLariz	Christian Held – Lariz
15: 55Uhr	6. Start-up Pitch: Asset-Tracking mit automatisierter Datenerfassung	Pius Warken – Founder Wattro GmbH
16:00Uhr	7. Start-up Pitch: beambumble	Slawa Rieger
16:05 Uhr	8. Start-up Pitch: Rückmal	Carina Kreidler
16:10 Uhr	9. Start-up Pitch: SaySom	Cornelius Carl
bis 16:30 Uhr	Breakoutsession zum Austausch mit teilnehmenden Start-ups	Alle



ANNEX 2: List of participants