



## Press Release

Munich, January 27th, 2010

### The LMU Entrepreneurship Center in 2010

2010 has been a very successful year for the LMU Entrepreneurship Center. Now, in its 4<sup>th</sup> year under the joint guidance of Executive Director Andy Goldstein and Academic Director Prof. Dr. Dietmar Harhoff, PhD, the LMU EC welcomed 18 new start-ups in its Lab and presented a series of outstanding guest-speakers. The Center's Teaching activities also expanded their outreach for more impact at the Ludwig Maximilians University in Munich and beyond. In this document, you will find an overview of the Center's main successes and achievements in each of the four core activities.

This year's **Teaching** activities have been attended by close to 1000 students, researchers and entrepreneurship-minded people. The most important course in 2010 was, just as the years before, „START with Business Planning“, a bachelor-level course for business administration students that is offered in cooperation with the Institute for Innovation Research, Technology Management and Entrepreneurship (INNO-tec) and the Institute for Economic Education. This year, 405 enrolled students worked on 40 real-life business ideas. Close to 300 students signed up for courses in „Geschäftsplanung“ (Business Planning) which was enlarged by Social Entrepreneurship modules. Furthermore, we would like to emphasize two things: The two-stage, course-related „LMU Entrepreneurship Excellence Program“ has successfully started this year. The program targets LMU students and integrates all LMU EC's and its partners' events. For the first time, the first stage of the nationwide four-stage entrepreneurship competition „EXIST priME-Cup“ took place at LMU EC. One team of LMU students qualified for the upcoming stages and will represent the LMU. We also look back on a strong cooperation of the entrepreneurship centers of the four Munich Universities, Technical University Munich (unternehmerTUM), Universität der Bundeswehr München (ceTIM) and Munich University of Applied Sciences (Strascheg Center for Entrepreneurship). For the third time, the four partners „4Entrepreneurship“ organized the „Entrepreneurial Impact International Summer School“. This year's course dealt with the subject of „Smart Cities - Challenges for the Future“. Five international and interdisciplinary teams developed innovative business ideas addressing the challenges of the increasing urbanization.

The LMU EC **Lab** further grew fast during the last year. Meanwhile, we count 37 Start-Up Teams (Alumni and current teams) and in 2010, out of 100 applications, 18 new teams were accepted as new Lab members at the LMU EC. These Lab Teams are building on ventures in fields as diverse as E-Commerce and E-Learning, Software and Computer as a Service concepts or the construction of electric scooters. The reputation of LMU EC Lab teams reached far beyond the LMU Entrepreneurship Center: Seven teams were accepted in the federal grant program for founders („EXIST Gründerstipendium“) and five teams raised money from Business Angels or Venture Capitalists (Altruja, Manui, Mashlab, Medutain und Pixel Talents). In addition, our Start-Ups received several prizes in entrepreneurship competitions (GymZap at Start2Grow, Manui at Techcrunch). This year's biggest success message however comes from one of the LMU EC Lab Alumni Teams. In September 2010, only 2,5 years after entering the LMU EC Lab in concept stage, Aloqa took a successful multi-million dollar exit by selling the company to Motorola Mobility: It can be done! Next to the positive development of the LMU EC Start-Ups teams, also the LMU EC Lab itself expanded its offerings with over 25 expert seminars – an increase of over 40 % from 2009 – and added the coaching and management skills of Mr. Hendrik Rennert.

A few numbers and facts about the LMU EC **Community**: The Center's online community [www.entrepreneurship.info](http://www.entrepreneurship.info) grew to over 7000 members and supports the steady growth of our events. Our weekly newsletter which is sent to our community members also shows an increasing number of readers and has been established as a relevant medium covering entrepreneurship related topics as well as news about the LMU EC. The IdeenJam!, a networking platform for

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entrepreneurship minded students, interesting guest speakers and investors was organized four times this year. Next year, we will continue our event series "Leading Entrepreneurs" with high-profile speakers. This year's guests, Prof. Dr. Claus Hipp (founder of Hipp Babynahrung), Prof. Dr. Henning Kagermann (former CEO of SAP und current president of acatech) and Dr. Georg Kofler (former CEO of Premiere AG und founder of Kofler Energies) will be followed by Dr. Michael Otto (Founder family Otto Group) and Mr. Stephan Vilsmeier (CEO of BrainLAB) in the summer term 2011. In addition, media partnerships with the Venture Capital Magazine and the web portals foerderland.de, Deutsche Start Ups and Gründerszene have been established. Since November, all "Leading Entrepreneurs" speeches are recorded and can be watched on [www.lecturio.de](http://www.lecturio.de). Beyond the organization of interesting events, the LMU EC expanded its international partnerships with related institutions: in 2010 we received visitors from delegations from business schools and entrepreneurship centers from Copenhagen and Singapore. In our community section, we are glad to announce our new employee, Dr. Ralph Boch, who joined the team in the course of our new cooperation with the Hans Sauer Foundation.

To sustain its ambitious growth program, the LMU EC **Development** has been very active in 2010. The LMU EC organized its third fundraising dinner with close to 40 selected guests where Christian Boehringer (Chairman of the Shareholders' Committee of C.H. Boehringer Sohn AG & Co.KG) held his exceptional keynote speech. In addition to finding organizations and individuals who seek to support a culture of entrepreneurship, the LMU EC introduced receptions for special guests in its well established Leading Entrepreneurs series of lecture. Under direction of Prof. Dietmar Harhoff, Ph.D. the LMU EC's Research section brought into being a new competence field "Intrapreneurship", enabling participating companies to use new findings immediately. In cooperation with Roland Berger Consultants the center realized a full day workshop on "Intrapreneurship", which is now available via the LMU Entrepreneurship GmbH throughout Germany. The LMU EC was one of 24 universities that were selected for the second round of "EXIST-Gründungskultur - Die Gründerhochschule", a support program of the Federal Ministry of Economics and Technology (BMWi) aimed at improving the entrepreneurial environment at universities and research institutions. Finally, a long term agreement was signed with the Hans Sauer Foundation, which is financing a full-time position in the field of strategy and network in the upcoming six years with the goal to support founders and to strengthen sustainability in venture creation.

Furthermore, the **Social Entrepreneurship Akademie**, a cooperation project of the entrepreneurship centers of the four Munich Universities, was founded in November 2010. The academy's goal is to promote social innovations through entrepreneurial thinking and actions. The creation of the academy laid foundation for its ambitious plans for 2011: Create offers to impart the knowledge and competences about social entrepreneurship as well as to support social entrepreneurship projects. Our new employee Julia Klinger, who is working for the academy at LMU EC is responsible for the field of motivation & qualification.

2010 was a year of strong growth for the LMU Entrepreneurship Center, during which it greatly gained in relevance and significance not only in the Munich area but also nationally and internationally. The year 2011 kicked off with a strong start as Executive Director Andy Goldstein presented the LMU EC model in a speech to the United Nations in early January. This year, the LMU EC will continue to pursue its rapid growth strategy and looks forward to an exciting year with new seminar formats, encounters with leading entrepreneurs and the development of successful start-up teams.

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#### THE LMU ENTREPRENEURSHIP CENTER

„Empowering Entrepreneurs!“ – is the vision of the LMU Entrepreneurship Center (LMU EC) at the Ludwig-Maximilians-Universität (LMU) München. We educate tomorrow's entrepreneurial leaders, we support the creation of successful ventures and we promote a culture of entrepreneurship – in all LMU faculties and beyond.