



## Press Release

Munich, December 18th, 2009

### The LMU Entrepreneurship Center in 2009

2009 has been a very successful year for the LMU Entrepreneurship Center. This year, the LMU EC welcomed 11 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 Maximilian University in Munich and beyond. In this exceptional document, you will find an overview of the Center's main successes and achievements in each of the four core activities.

By expanding its **Teaching** activity, the LMU Entrepreneurship Center increased its relevance throughout the university. In 2009, the LMU EC team taught 22 seminars to close to a thousand participants. A large part of the seminar participants were enrolled in the bachelor-level course for business administration students "Schlüsselqualifikation (key qualification) – START WITH BUSINESS PLANNING", in which they wrote business plans in teams for real-life ideas. In this context and in cooperation with the Institute for Innovation Research, Technology Management and Entrepreneurship (INNO-tec) and the Institute for Economic Education, the LMU EC developed a comprehensive e-learning tool – the first of its kind in the LMU business administration bachelor curriculum. The e-learning tool features video podcasts, reports on real start-up projects, electronic lecture notes, exercises and tests to consolidate the students' knowledge. The LMU EC also offered many courses for non-business students, with the goal to equip them with basic business skills and to instill the entrepreneurial spirit to top scientists. In addition, the LMU EC co-organized the second Entrepreneurial Impact International Summer School (EISS, 21.09.09-02.10.09) with the entrepreneurship centers of the three other Munich universities. 25 students from all over the world (e.g., Japan, Romania, Pakistan, etc.) took part in this year's international program, working intensively on concrete social entrepreneurship projects. Finally, the Center also organized and taught two entrepreneurship seminars for top doctoral students and academics in natural sciences. All LMU EC courses enjoyed very high ratings among students.

A few numbers about the LMU EC **Lab**: The LMU Entrepreneurship Center currently supports 19 start-up teams in its Lab. 11 new teams (27 entrepreneurs) were accepted as new Lab teams to working on their venture with the material and intellectual support of the Entrepreneurship Center. Lab teams work on ventures in fields as diverse as Internet applications, nuclear medicine or e-learning software. 8 Lab teams launched their product or service in 2009. Among the most successful examples are ALOQA, a leading provider of location-based services for mobile users or Verkehrsmittelvergleich.de, an online service that enables users to easily find the fastest or cheapest way of getting from point A to point B comparing all transportation means and their combination, from bus to trains, over car pooling, etc. Mobytop, an innovative service for mobile fund transfers and Morgentau, a revolutionary technology for microscope controlling also launched in 2009. The reputation of LMU EC Lab teams reached far beyond the LMU Entrepreneurship Center: ALOQA did not only receive the people's choice award at the MobileBeat fair in San Francisco, it also raised 1.5 million US\$ in venture capital. Verkehrsmittelvergleich raised a 6-digit amount and Morgentau Solutions received the third prize at the Charité Biometrical Summit in Berlin. Nanostove (DNA-analysis) received funds from the German government ("EXIST Forschungstransfer") and 8 other LMU EC Lab teams were accepted in the federal grant program for founders ("EXIST Gründerstipendium"). To further support its Lab teams in their need for targeted know-how, the LMU EC organized 14 Lab seminars in 2009, covering topics such as "Entrepreneurial Law" or "Management And Leadership For Entrepreneurs". Since mid-2008, the LMU EC also led personal meetings with close to 100 investors, setting up a very valuable contact database. All in all, the LMU EC Lab

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took huge steps forward in its ambition to become one of Germany's best incubators.

The goal of LMU EC **Community** is to promote a culture of entrepreneurship at the university and beyond. One way to achieve this goal was the organization of entrepreneurship events. This year's three Leading Entrepreneurs guest speeches appealed to over 600 participants. This year's guests were Arndt Kwiatkowski, founder of ImmobilienScout24, Heinz Hermann Thiele, owner of Knorr-Bremse and, with 350 visitors the most successful event this year, Erich Lejeune, founder of ce electronics and motivation coach. Another event series is "IdeenJam!", a platform for students and entrepreneurship enthusiasts to meet interesting guest speakers and to network. A total of 450 visitors attended this year's 6 events and enjoyed speeches from Dr. Robert Wuttke, founder of the online matchmaking agency be2.de, Kolja Hebenstreit, founder and partner of Team Ventures or Reiner Mauch, founder of Cortal Consors, among others. A third event was the b-to-v-portfolio day, for which the LMU EC was involved as a partner. The one-day event gathered 450 people and the LMU EC offered 5 students the chance to participate in the gala dinner where they could meet successful entrepreneurs and renowned investors. Beyond the organization of interesting events, the LMU EC also likes to keep its community posted on the latest news and trends on the entrepreneurship scene: in September 2009, the LMU EC introduced its weekly newsletter covering not only LMU EC news but also reports on relevant and exciting entrepreneurship topics such as "How can I find top recruits for my start-up?" or "An comparison of entrepreneurial ecosystems around the world". Interested to join the LMU EC Community? Then sign up on the LMU EC portal ([www.entrepreneurship.info](http://www.entrepreneurship.info)) and join the 5000 members already registered.

To sustain its ambitious growth program, the LMU EC **Development** has been very active in 2009 to find organizations and individuals who seek to support the Center. The LMU EC organized two fundraising dinners with exceptional keynote speakers (Franz Haniel and Professor Roland Berger) and close to a hundred selected guests. The LMU EC also established cooperation partnerships with top companies: Bain&Company and MLP have joined forces with the LMU EC to enhance the Center's entrepreneurship seminars with professional soft skills trainings (e.g., presentation skills). A new partner could also be gained in the field of research: under the name "Zukunft Selbstständigkeit"(Future: self-employment), the LMU EC and the global marketing company Amway led a Germany-wide survey on the topic of entrepreneurship. The study's results had national resonance in the media.

2009 was a year of strong growth for the LMU Entrepreneurship Center, during which it greatly gained in relevance and significance in the Munich area but also nationally and internationally. In 2010, the Center will pursue its 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!“ – this 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.