People, Projects, Perspectives

Discover with the KIT Business Club
Dear readers,

Karlsruhe Institute of Technology (KIT) – The Research University in the Helmholtz Association – stands for research, teaching, and innovation. It is our goal to make the enormous scientific potential of KIT accessible, to connect the value chain from conception all the way to industrial application, and therefore, to contribute to business and society.

Developing applications to fit the market and transferring these technologies is only possible through interaction, relying especially on goal-oriented communication between the key players in science and business. The KIT Business Club is KIT’s strategic communication platform, which grants its members privileged access to the valuable knowledge and technologies developed at KIT.

In a number of different ways we match the specific needs of members to the profound expertise within KIT. This is a particular challenge considering the variety of research topics among our 125 institutes and over 9,500 employees. For many years, the KIT Business Club has risen to this challenge in an exemplary manner, leading to greater innovation capacity at both KIT and the member companies associated with us.

As the Business Club is closely linked with the executive board and KIT’s innovation management, it is a crucial hub of information and contacts. Through strategic interaction with member companies from various sectors of business, the club is an important tool of the executive board for the overall further development of KIT.

The KIT Business Club has made innovation accessible since KIT itself was founded. The many successful projects that have been started here show that our communication methods are efficient and resulted in added value for all parties involved.

Discover the opportunities and potential of working with KIT through the support of KIT Business Club.

Prof. Dr.-Ing. Holger Hanselka
President of KIT

Prof. Dr. Thomas Hirth
Vice President for Innovation and International Affairs
KIT Business Club
Your guide through KIT

Find the right contact for any technology query
Stay constantly informed about new developments
Create the basis for a trusting, long-term collaboration
Service Portfolio

Your Entry: Technology Speed Matching
- Identification of cooperation opportunities with KIT for interested companies

Dialogue with Member Companies
- personal Relations Manager
- analysis of products, markets, R&D interests of member company
- identification of potential fields of cooperation

Proactive Informations
- technology offers
- current research information
- information about KIT start-ups
- information on KIT events

Events
- Technology days
- Fireside talks
- KIT annual celebration
- KIT Venture Fest

On-Demand Queries
- on-topic solution searches at KIT
- establishment of contact to KIT institutions and scientists
- institute visits and workshops
- information on cooperations and KIT patents

Networking
- Individual mailings for member companies
- of members with KIT and other members

support in initiation of projects
Specific solutions through personal support

The wide spectrum of service enables KIT Business Club to individually meet the needs and wishes of every member company. Dialogue is always at the center of this process.

Together we identify fields of interest and areas of research, the staff of KIT Business Club then suggests appropriate contacts inside KIT and initializes the communication. This can be an exchange of reports or documents, a presentation, a laboratory visit, or a joint workshop with several representatives from KIT and the company.

Through constant interaction between KIT and the company, both sides come to know one another better and better. In this way, a foundation of trust, which is a fertile ground for successful scientific and strategic cooperation, is built.
A successful experiment

Dr. Barbara Schmuker helped develop the format of the KIT Business Club, and has been leading it since the very beginning. Below she describes how she has seen the club and its services evolve, and where she sees it going today and in future.

What was the driving force behind founding KIT Business Club?

**Dr. Schmuker:** When the Research Centre and the University of Karlsruhe were merged into KIT, the promotion of innovation was established as our third strategic pillar, alongside research and teaching. At that time, we were thinking about how we could further intensify the cooperation between science and business. Supported by the KIT executive board, we wanted to create a platform which on the one hand transferred the technological and scientific knowledge of KIT to industries and businesses in a more effective and purposeful way. On the other hand, we also wanted to offer businesses a more personal access to KIT.

How do you achieve these goals?

**Dr. Schmuker:** By encouraging personal dialogue between scientists and business representatives, building up long-term, stable partnerships, and through provision of technology transfer services tailored to each specific company. Every member company has their own personal contact on the KIT innovation management team, who regularly communicates with them in person, and screens potential technologies from KIT for them. This way, we can guarantee our members that they will be informed of upcoming trends and the latest advancements very early. We also meet one another several times a year at technology days or fireside talks, which are also attended by representatives from the KIT executive board.

Research findings are not always of immediate interest for industry, as they are still in their infancy. How do you make abstract research interesting for your members?

**Dr. Schmuker:** Firstly, we of course analyze which technologies are already developed sufficiently to be presented to members. Secondly, members also come to us and request presentations on specific areas of research. They then establish personal contact to the researchers in question, which often is subsequently bilaterally intensified. This then leads to concrete projects, carrying out cooperative research geared towards the market.
The concept for the KIT Business Club is finalized and the first founding members are acquired.

01st January 2009
KIT Business Club is founded with four founding members: Robert Bosch GmbH, EnBW AG, PiConsult GmbH (later BrandMaker), Adolf Würth GmbH

07th June 2011
First fireside talk in Ostendorf House

25th January 2010
First big bilateral workshop “Bayer meets KIT” with a total of 70 participants

01st September 2010
First comprehensive “Research Matching Report” for a member company

22nd November 2010
First technology day “analysis procedures for industry”

2010
Technology day, fireside talk and workshops on the topic of energy

25th July 2013
The first regular updates on current technology proposals and research information are sent out

28th November 2013
Technology day “Industry 4.0” attracts more than 50 participants

2012

2014

08th July 2014
Anniversary celebration “Five years of KIT Business Club” with about 70 participants

2015

New offer: get in contact with start-ups and spin-offs from KIT

More than 650 requests by companies for contacts and technologies processed

Around 110 company visits and bilateral workshops with up to 70 participants organized

33 events with a total of 800 participants organized

More than 525 emails with technology proposals and information on current research sent

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New discoveries

In interdisciplinary teams, scientists work on KIT research topics from basic research to application, from the development of new technologies to reflecting on the relationship between humans and technology.
On the pulse of the times

Relevant findings from applied research

As an employee of a technology-oriented company, are you interested in hints towards innovative projects and long-term trends? The research world makes new discoveries on a daily basis. At KIT alone, 6,000 staff are working on new research findings, confirming what has been learnt, and publishing the results. KIT Business Club helps you to filter the generated information and maintain an overview.

Keep up to date on current high-tech research
Together we determine important areas and fields of research for your company. You will subsequently receive continual, accurate updates compiled by KIT Business Club, tailored to match you as a target group. During this process, particular attention is paid to patented technologies which can be further developed or licensed in joint projects.

Technology proposals
Make use of the classified findings and know-how matched for your company. As a member, you are informed about innovative technologies, products, and processes before other companies, and thus have a valuable head start.

Current research findings
We will regularly send you updates such as press releases, notices for KIT events, or news from KIT institutes.

Contact to KIT spin-offs
Get to know young entrepreneurs from the KIT and make use of the know-how that lies in start-ups and spin-offs.

Your benefits
• You exclusively receive an advance opportunity to have access to a range of KIT technologies and use these in your business.
• You are always up to date on KIT’s activities relating to your subject field.
Club-Events
Get to know KIT personally

Would you like to establish personal contacts with interesting individuals and different KIT institutes for your company? Direct personal contacts are a valuable basis for collaboration. In personal conversations at KIT Business Club events, common interests and possibilities for co-operations can be sounded out quickly and effectively.

Technology days
Members attending our technology days benefit from an informative and comprehensive program involving talks and tours on a specific topic. These days are open to any employees of a member company.

Fireside talks
These exclusive events are aimed particularly at the management level of member companies. Short talks from KIT and companies will provide you valuable impetus to consolidate your network with other member companies and the top level of KIT.

KIT annual celebration
This celebration offers a unique communication platform for business, science, and politics. As a member, you are of course on the exclusive guest list.
“At KIT Business Club events you get to rub shoulders with interesting researchers and can network with other member companies.”

Rainer Maisch, Siemens AG, Head of the Karlsruhe branch

KIT Business Club offers different styles of events with a variety of topics. Several times a year, members have the chance to get information about KIT research, to ask their own questions, and to network with scientists and staff at KIT, as well as other member companies.

From big events with more than 500 selected guests, all the way to exclusive fireside talks with a limited guest list, KIT Business Club always has the right style of event for you.

Get to know the right key persons

Exchange ideas with professors, scientists, and the top level of KIT in a personal setting. Share the R&D needs of your company with your contacts and initiate the beginnings of a joint project with KIT.

Your benefits

- You can establish varied and valuable contacts in a relaxed atmosphere.
- You will find out about interesting current research findings and trends from the various research fields of KIT.
- Anytime you wish you can see presentations and photos of events attended in a restricted access area.
- At the start of each year you receive an overview of all upcoming events.

KIT Venture Fest

The Innovation Day at KIT serves as a meeting point for students, scientists, founders, industry partners, and investors, according to the motto “innovations for economy and society”. Together, we let the diversity of innovation at KIT come alive.
Finding solutions together

Expertise on demand

Are your daily projects constantly raising more questions? Do new challenges arise when developing innovative products, and does technological advancement place unknown topics on your agenda? Scientists at KIT can offer significant problem solving approaches for your questions.

We help you to locate the right technology and contacts for the specific challenges your company faces. There are many typical cases for you to initiate a specific query, such as when you require a certain measuring system for a short period of time, when you need an expert to evaluate a situation, or simply when you would like to learn more about a new field.

Send us looking for answers within KIT and make use of our inquiry service!
Regardless of what your question is about, we at KIT Business Club are your key account management at KIT and will facilitate your collaboration with KIT. We minimize your effort, particularly for that “first impetus” when new questions arise.

“For us, joining the KIT Business Club opened the door to the institutes and staff of KIT.”
Robert Tordy, Director Research & Development, Hirschmann Automation and Control GmbH

Get to know KIT specialists in person!
We organize a meeting for you with the scientific contacts at KIT. In workshops, lectures, and tours for example, you find out which current projects are being carried out by KIT in the field in question, and which trends KIT is most involved with.
Your benefits

- You find out quickly whether KIT can help you any further with your questions.
- You promptly receive detailed, individually-tailored information on possible solutions.
- You very quickly come to know the different KIT experts and their research projects in particular fields, and can liaise with them directly.
- You receive support in selecting suitable discussion partners, and in organizing and overseeing meetings at and with KIT.

Institute visits
We arrange individualized programs for your visit of KIT, allowing us to take you on a tour to get to know several institutes in succession.

Workshops
We organize workshops where representatives from both your company and KIT come together to explore the possibilities of collaboration from single projects up to future strategic areas.

Business congresses
Representatives of KIT regularly enrich congresses and workshops of our member companies through lectures and other contributions. Make use of our contacts to put on an exciting specialist program.

“KIT Business Club offers us access to the right contacts for my questions, and valuable inspiration for our fields of technology.”

Frank Drechsler, Head of Technology and Innovation Management, Witzenmann GmbH
“KIT Business Club is the right starting point for building up a strategic partnership between industry and science. Identifying shared areas of work and interest and being put in touch with the right contacts are a crucial support for initiating joint projects. From scientists and institute heads, to the KIT executive board, we are very well connected through the club.”

Christoph Winterhalter, Head of Product Group PLC & Automation, ABB Automation Products GmbH
Building long-term partnerships

Strategic partnerships are based on a variety of professional points of contact, successful projects, and above all trustworthy communication on a personal and on an operational level. KIT and KIT Business Club are reliable partners, with whom you can develop a wide range of different technologies in the long-term.

At the institutes of KIT you will find experts in a huge variety of fields. Over a long-term collaboration in conjunction with these institutions, a foundation for cooperation and trust is formed, which facilitates the initiation of new projects and significantly increases the prospects for success.

We open up the entire potential of KIT for you.
By aligning the portfolios of technology companies with current KIT research, we can encourage the first steps towards stimulating the evolution of your company. Through dialogue with you, the specialist departments of your company, and the KIT scientists who are involved, we guide the resulting projects and help you keep an overview of everything. We are on hand to find solutions to any questions which arise during projects.

Your benefits
• KIT turns into a companion for innovative ideas and a partner for specialist exchange on an equal footing.
• You receive exclusive insight into research fields, and over several years of projects, you will build up close contacts with the specialists at KIT.

Research Matching Report
We comprehensively compare the technology portfolio of your company with all KIT institutes and establishments, and suggest targeted potential partners to you.

Project overview
We keep an eye on planned, ongoing, and completed cooperation projects, and support you in project monitoring and in planning new projects.

Continuity
Despite high staff turnover in companies and institutes, your personal contacts at KIT Business Club will remain. Therefore, the knowledge and experience of a successful collaboration are not lost.
Promoting and honoring intelligent ideas

KIT innovation competition NEULAND

A lively innovation culture is an important requirement for the birth of new ideas. KIT Business Club plays its part in this and shows its commitment together with its members at the KIT innovation competition.

With the motto “Turn your idea into a product”, the best product-oriented concepts from KIT scientists are awarded at KIT’s annual NEULAND innovation competition. Members of KIT Business Club have supported the competition and its participants since 2012, through specialist discussions, recommendations, and inspiration from the point of view of the international market.

From the very beginning, members of KIT Business Club have been actively involved in shaping the competition, with representatives from the member companies making up the judging panel. Not only do they choose the winners of the competition, but in doing so they also receive a broader insight into current ideas and trends from the scientific community at KIT.

The KIT innovation competition

NEULAND

Awards are presented to KIT scientists and their cooperative partners once a year in the two categories, “Product Idea” and the “Special Prize for Technology Transfer”. The aim of this competition is on the one hand to increase the number of product-oriented ideas, and on the other hand to express appreciation for this commitment. The winners are awarded € 3,000 and also have the prospect of funding for the entire project in order to drive their idea forward.

Organizing the competition is financially supported by member companies, such as BOSCH and PILZ.

www.kit-innovationsfonds.de
“Technological concepts and knowing what will generate genuine use for a customer are two important prerequisites for developing successful products and being involved right in the industry forefront as a technology leader. As a hotbed of technological ideas and a bridge builder between research and business, KIT is able to give us important impulses in this regard.”

Norbert Fröhlich, Head of Product Development at Pilz GmbH & Co.KG
Personal contacts and information
These figures from 2015 illustrate our main task: maintaining communication with our member companies and expanding the network between the individual companies and KIT at key events. Thorough investigation has gone into every single instance of contact, and normally leads to conversation with the identified technical expert from KIT. A large amount of information constantly flows from KIT to the club members, thereby helping to transfer current research findings to the business world.
Members

From huge international corporations to agile SMEs: Today, many companies from different sectors already benefit from the services of KIT Business Club. The exclusive selection of member companies guarantees a high quality of individual support and effective networking.

“With KIT Business Club we get to know KIT in its enormous technological diversity. During the years, we established valuable new contacts with other member companies at the inspiring events of KIT Business Club.”

Dr. Peter Krippner, Head of R&D Process Valves & Controls, Director Bürkert Innovation Center, Bürkert Werke GmbH

Status of member companies as of January, 2016
Try out the club and become a member
Technology Speedmatching

KIT Business Club provides companies with a platform for the personal exchange of experiences, for establishing contacts, and building up long-term partnerships with the KIT.

Find out what added value KIT Business Club can offer you

With “Technology Speedmatching” we quickly and without bureaucratic red tape find out for you which areas offer opportunities for interesting cooperation between your company and KIT.

This is how it works: after you have outlined your interests, areas of research, and technological challenges to us, KIT Business Club will compile a preliminary list of matches as a trial offer. This contains an initial overview of the research fields and institutions at KIT which are relevant to your area of interest. You can judge how high the collaboration potential between KIT and your company is, and whether membership in KIT Business Club would be worthwhile for you.

Joining and membership

Our members have exclusive access to the talent and research findings of KIT. At the club’s events, members can meet scientists and the KIT executive board, enabling them to maintain a network in the science and business sectors, and to tap into the skills of the entire KIT for their company. Any company that would like to find out more about KIT and cooperate on a technological or strategic level is welcome to become a member of KIT Business Club. The service provisions of KIT Business Club are financed by annual membership fees.

Your benefits

- You receive a first overview of the potential points of contact with KIT free of charge.
- You are under no obligations.
- Your time expenditure is reduced to a minimum.

Additionally you can find more information on our websites. If interested, the KIT Business Club team is available to answer any questions.

www.kit.edu/kit-business-club
In the many laboratories and research facilities of KIT, you can see the technology of tomorrow already today.
The Team

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Note on gender-neutral formulation: For better readability, gender-neutral formulation is omitted in the entire brochure.
Of course, all formulations equally address all genders.