

NAVIGATING STARTUP SUCCESS



Paper presentation May 29th, 2024
The Inno Radar's Role in Streamlining Academic Incubation
Marko Bahle – UIIN 2024



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Europäischen Union

Background

Business Management Communication
M.A., Since 2018 at TUAS Wildau,
Focus: Foresight, Tech radars,
Entrepreneurship, ...

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Agenda

Process TUAS Wildau,
Survey results,
Challenges, Solution, Key
Learnings

Inno Radar

Development of a collaborative transfer tool as
the core of the dissertation, started with a project
at TUAS Wildau → Launch of the web application

PROCESS

Monitor

Tracking founders, Ideas, Status, Consultation, Next steps, ...



Evaluate

Maturity / phase of the startups via an own phase model

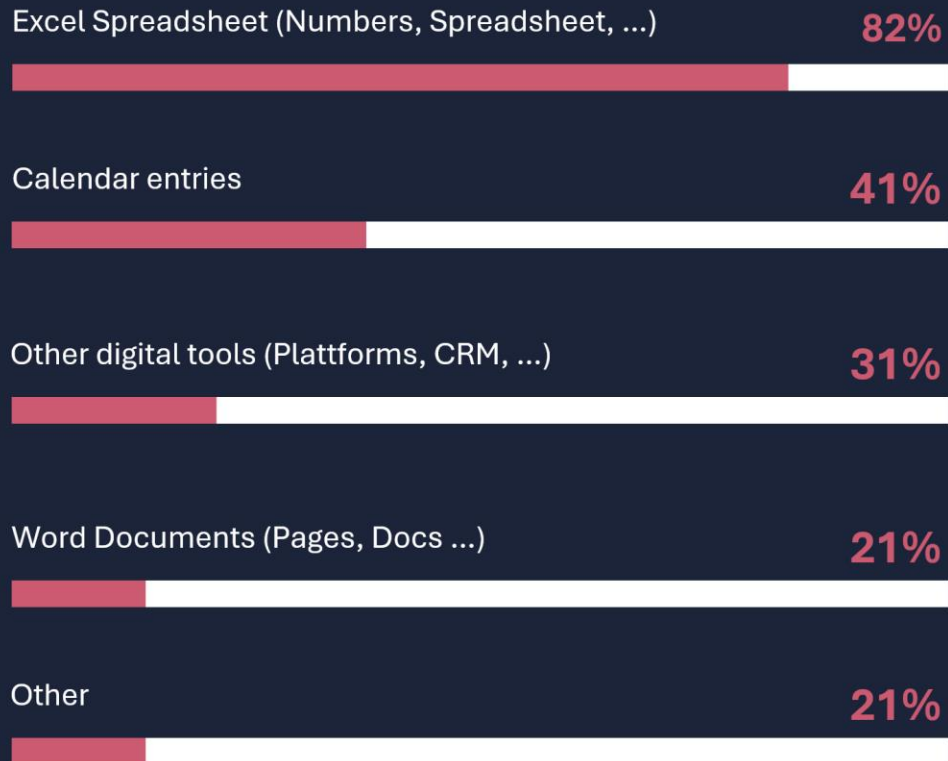
Communicate

Blogarticle, Project websites, Social media channels

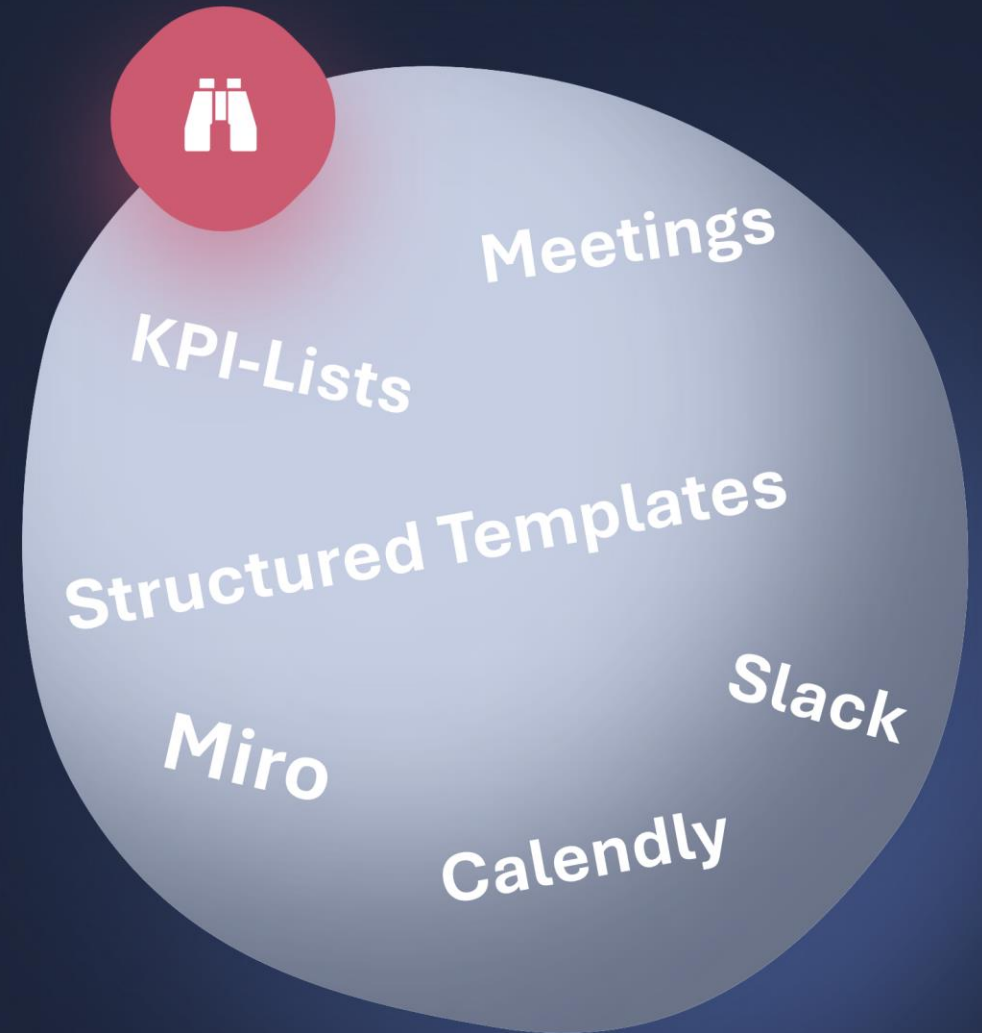


How are the startup projects tracked?

76 answers
39 participants
Multiple answers possible



Other



Challenges



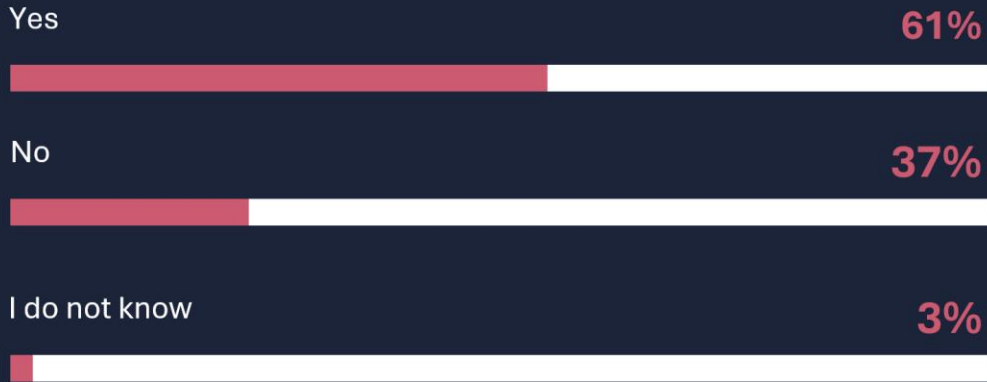
Teams

Maturity

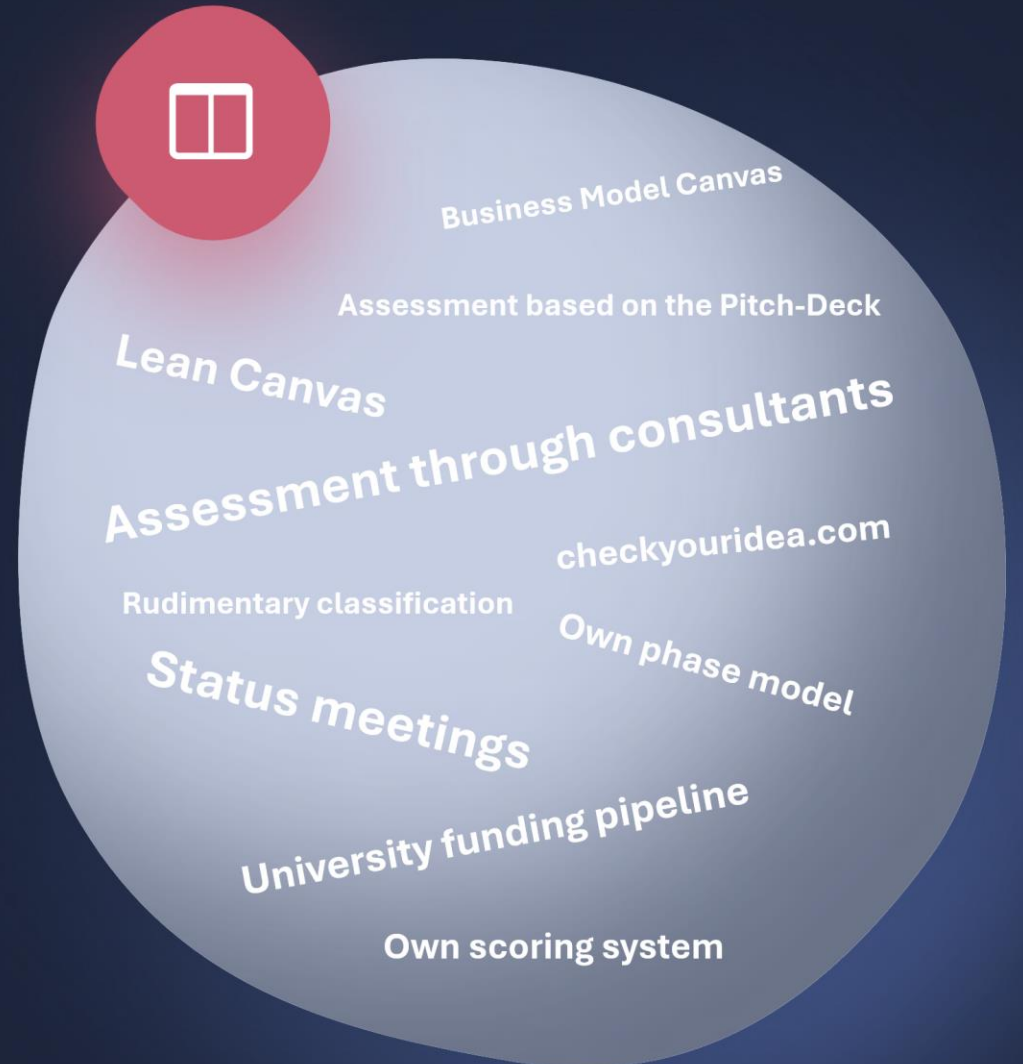
Idea

Is the maturity of startup projects assessed?

38 Answers
38 Participants



Methods



Challenges



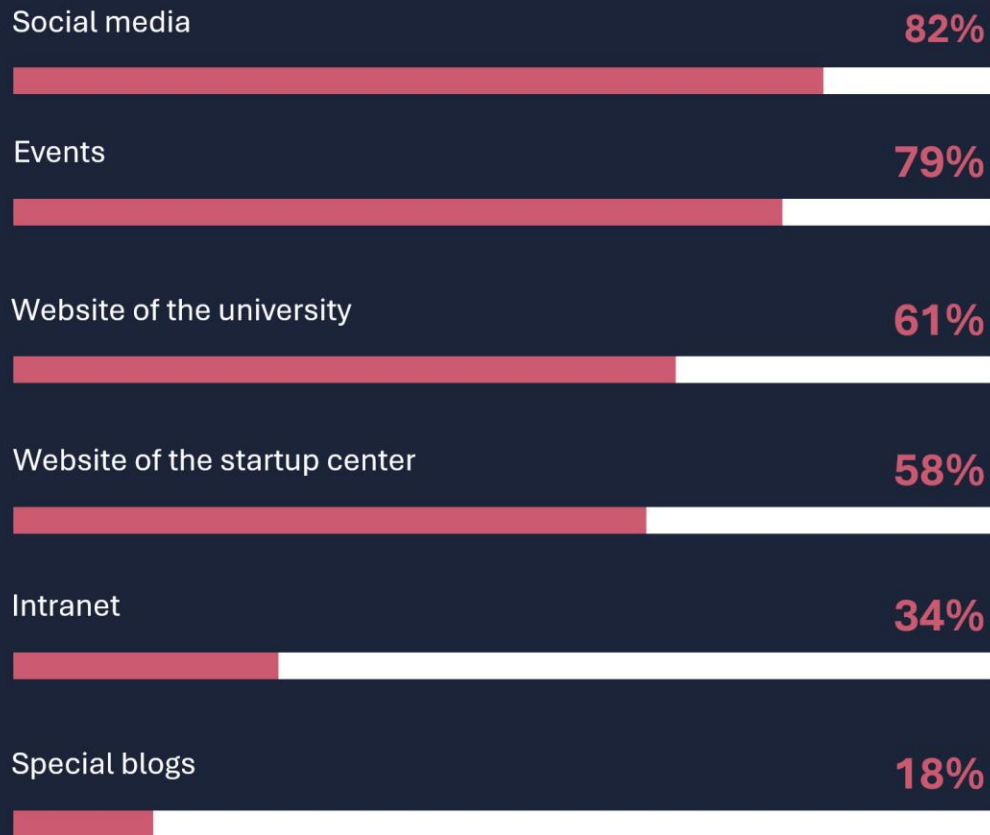
Model

Framework

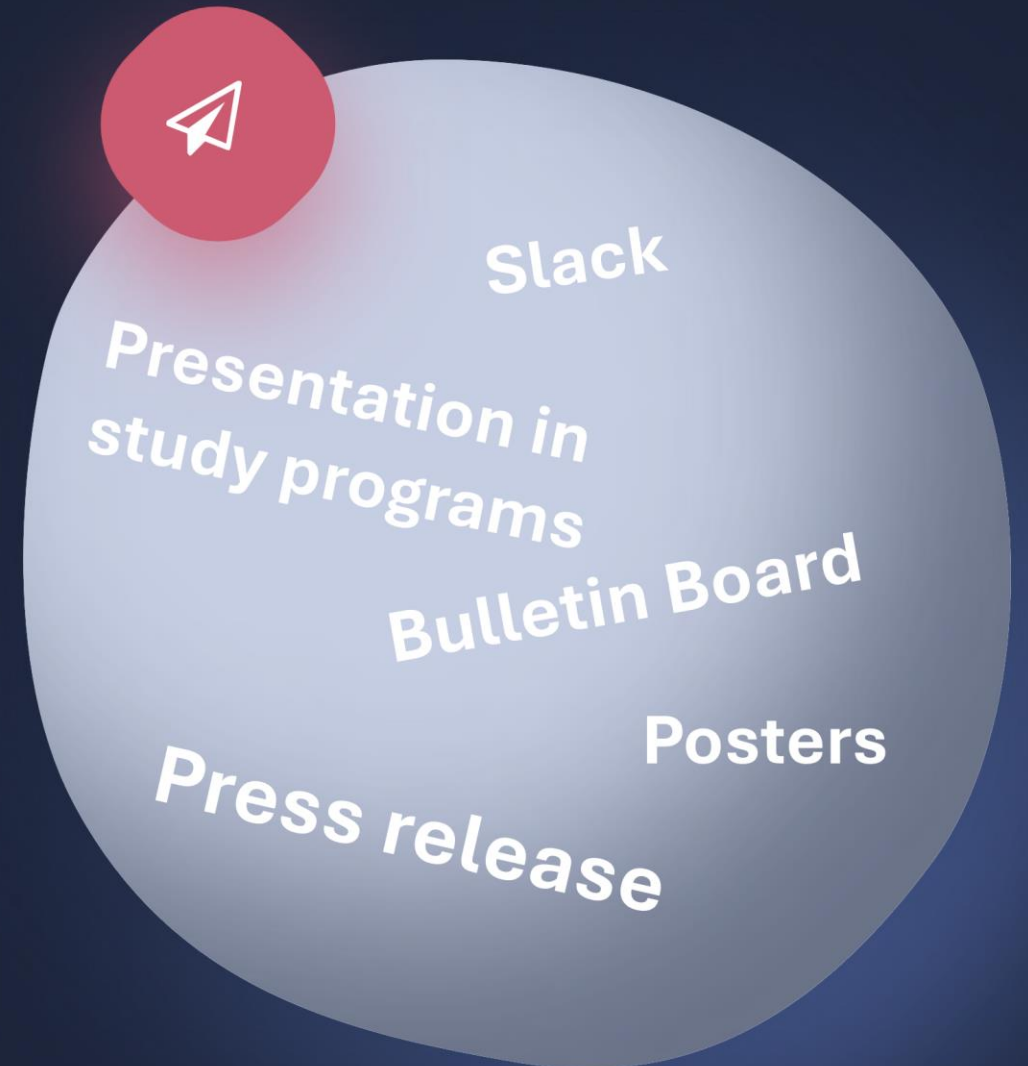
Method

Which communication channels are used?

194 Answers
38 Participants
Multiple answers possible



Other





Monitoring, Evaluation, Communication



TH Wildau Startups

Sektoren

- Tech
- E-Commerce
- Life Science
- Sustainable
- Social
- Weitere Branchen

Ringe

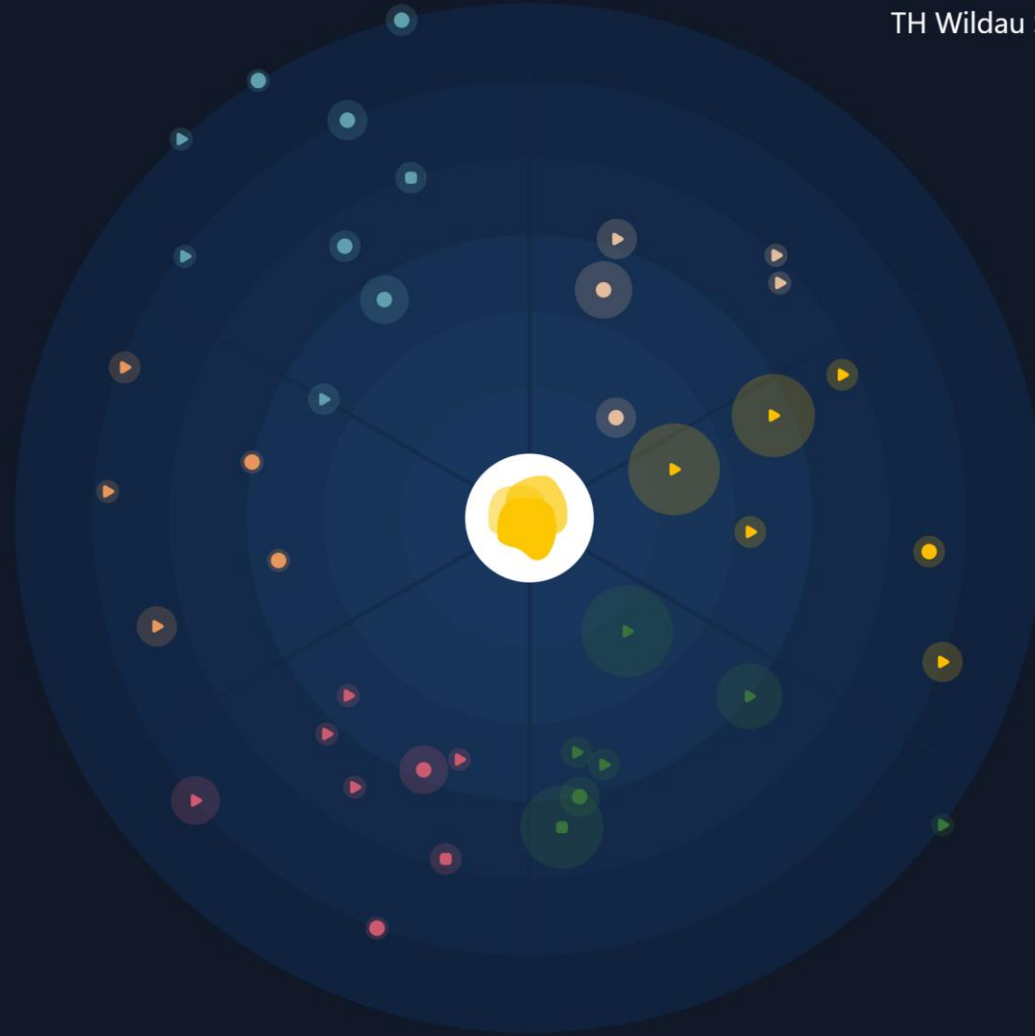
Formen

Halos

Filter zurücksetzen X

Teilen

Impressum Datenschutz



Goals and tasks of the Startup Radar



Monitoring

Enabling structured monitoring of startup projects.



Communication

Creation of a communication basis through which various options for action can be taken.



Overview

A large number of complex startup projects can be condensed and presented in a tangible form.



**WALK
THROUGH**



TH Wildau Startups

Sektoren

- Tech
- E-Commerce
- Life Science
- Sustainable
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Ringe

Formen

Halos

Filter zurücksetzen X

Teilen



Sectors

Each sector serves as a lens through which users can explore startups aligned with **specific industry** trends, challenges, and opportunities.

Although the categorization provides a **structured approach to navigation**, it remains flexible to accommodate the multifaceted nature of startups that may straddle **multiple sectors**.

The screenshot displays the InnoRadar website interface. At the top, the logo 'Inno Radar' is visible alongside navigation links for 'Öffentliche Projekte', 'Anleitungen', and 'Hilfe & Support'. A search bar with the placeholder 'Suche' is located in the top right corner. On the left side, a sidebar menu titled 'Sektoren' (Sectors) lists various categories: Tech, E-Commerce, Life Science (highlighted in yellow), Sustainable, Social, and Weitere Branchen. Below this menu are sections for 'Ringe', 'Formen', and 'Halos', along with a 'Filter zurücksetzen' button and a 'Teilen' button. At the bottom of the sidebar, there are links for 'Impressum' and 'Datenschutz'. The main content area features a 'Life Science' filter button and a large image of laboratory glassware. Below the image, there is a detailed description of the Life Sciences industry in German, explaining its focus on biological processes and its applications in biotechnology, pharmaceuticals, and medical technology.

Inno Radar Öffentliche Projekte Anleitungen Hilfe & Support Suche

Sektoren

- Tech
- E-Commerce
- Life Science
- Sustainable
- Social
- Weitere Branchen

Ringe

Formen

Halos

Filter zurücksetzen X

Teilen

Impressum Datenschutz

Life Science

Die Branche Life Sciences ist ein breites Feld, das sich mit der Erforschung, Entwicklung und Herstellung von Produkten befasst, die auf biologischen Prozessen basieren. Dazu gehören Bereiche wie Biotechnologie, Pharmazie, Medizintechnik und Diagnostik. Die Branche hat das Ziel, die Gesundheit und das Wohlbefinden von Menschen und Tieren zu verbessern.

In der Biotechnologie werden biologische Systeme, Organismen oder Zellen genutzt, um Produkte herzustellen oder Prozesse zu optimieren. Ein Beispiel ist die Produktion von Insulin durch genetisch veränderte Bakterien. Die Pharmaindustrie erforscht und entwickelt Arzneimittel und Impfstoffe zur Behandlung und Vorbeugung von Krankheiten. In der Medizintechnik werden Geräte und Instrumente hergestellt, die zur Diagnostik und Therapie eingesetzt werden, wie zum Beispiel Röntengeräte oder künstliche Gelenke.

Rings

Done:

The project is on hold or has failed.

Idea Stage:

At this stage, the startup is still in its infancy. The founders have an idea for a product or service, but there are no concrete implementation plans yet.

Seed Stage:

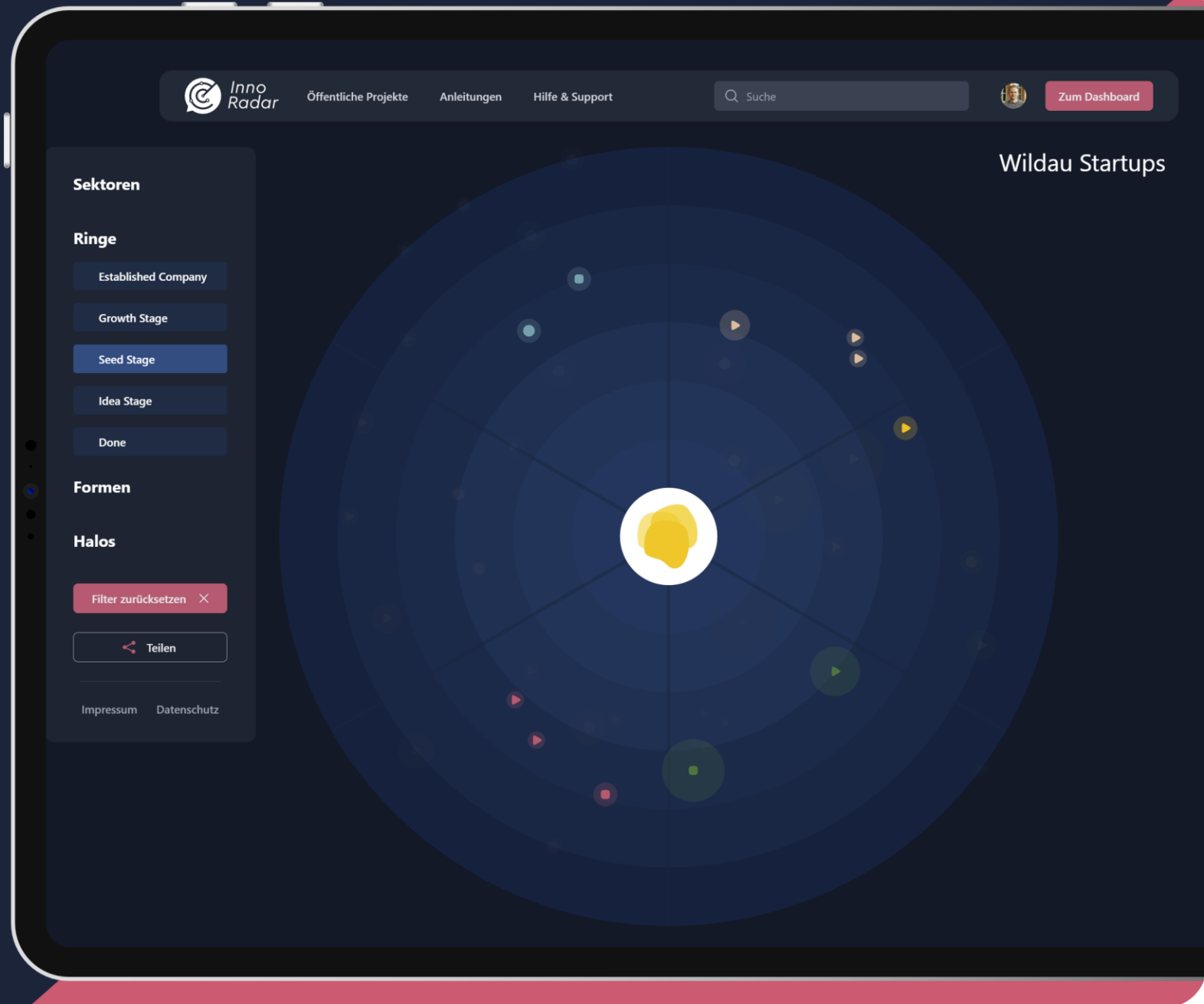
During the seed phase, the startup seeks external investors to scale the business. It may already be generating initial revenue, but the focus is on expanding the customer base and product development.

Growth Stage:

At this stage, the startup has an established customer base and generates regular revenue. It may receive larger investments from venture capitalists to accelerate growth. The company focuses on expanding into new markets and increasing market penetration.

Established Company:

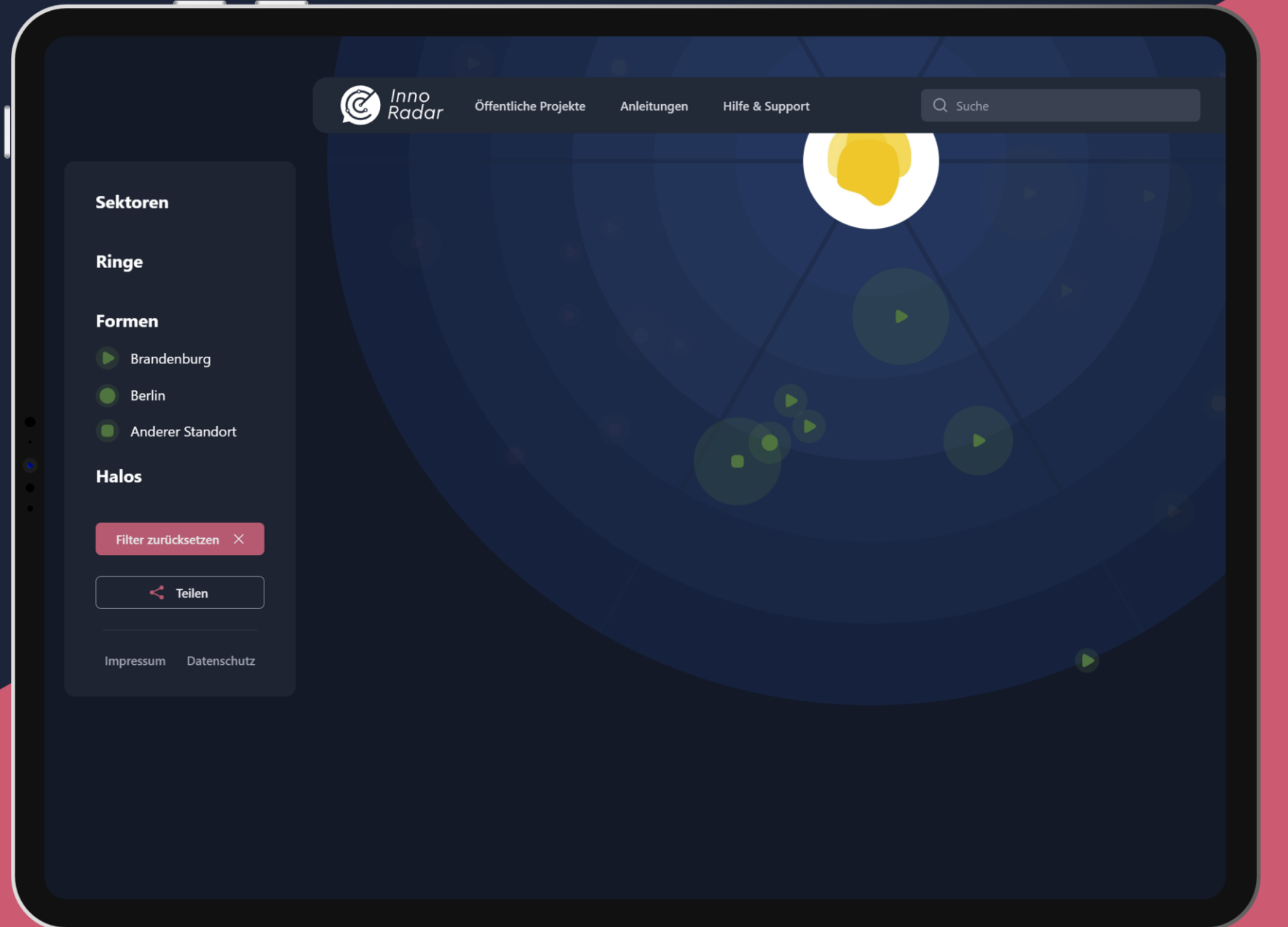
At this stage, the startup has grown into an established company. It has a strong market presence, stable revenues, and possibly has achieved profitability. The leadership focuses on optimizing operational processes and long-term strategic planning.



Forms

Geographical context is provided through distinct shapes of the blips marking **the location of each startup** — triangles for Brandenburg, circles for Berlin, and squares for other locations.

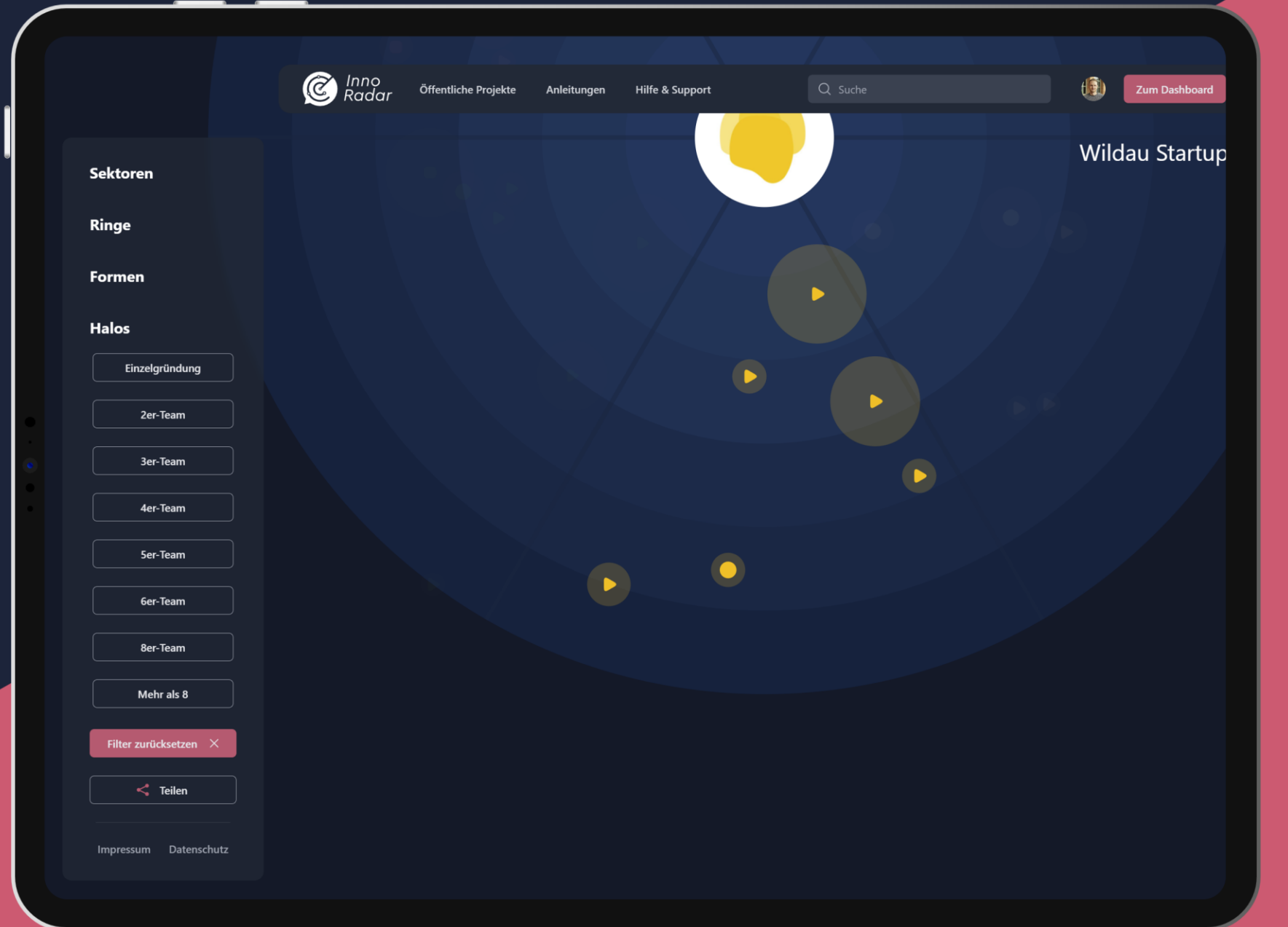
This geographic tagging aids users in identifying startups based on location preferences, **highlighting the regional diversity** of the entrepreneurial ecosystem associated with TH Wildau.



Halos

The radar employs halos around the startup blips to indicate team sizes, offering insights into the **human resources** behind the ventures.

This visualization helps to understand the **scale of operations** and the collaborative effort involved in each startup.



Blips

Starting with a summary: Sector, Phase, Team-size, Location, ...

- **Short Description**
- **Long Description**
- **Logo and Founding Team**
- **Founding Details**
- **Awards, Scholarships and Similar Honors**
- **Website and Social Media Handles**

The screenshot displays the Inno Radar website interface. At the top, the logo 'Inno Radar' is visible alongside navigation links for 'Öffentliche Projekte', 'Anleitungen', and 'Hilfe & Support'. A search bar and a 'Zum Dashboard' button are also present. The main content area features a sidebar with filters for 'Sektoren', 'Ringe', 'Formen', and 'Halos'. The selected filters are 'Life Science' and 'Brandenburg'. The profile for 'HyPhox' is shown, including a description: 'HyPhoX liefert ein universales Analysetool für Flüssigkeiten.' Below this, a table lists properties: 'Sektor: Life Science', 'Ring: Seed Stage', 'Halo: 2er-Team', and 'Form: Brandenburg'. A video player is embedded, showing a person working with laboratory equipment. The video title is 'Sensorik für die Industrie'. The video description states: 'HyPhoX liefert ein universales Analysetool für Flüssigkeiten. Das Unternehmen findet beispielsweise Viren, Giftstoffe, Bakterien und Proteine in Blut, Urin oder Wasser - und das in Echtzeit und direkt Vor-Ort. Sie nutzen ihren patentierten'.

KEY LEARNINGS

Enhanced Startup Service

The Inno Radar has significantly improved the startup guides' ability to maintain a consolidated overview of active ventures.

Facilitates continuous support and engagement.

Strategic Planning and Networking

Serves as a foundational tool for strategic discussions and planning within the TUAS Wildau startup center.

Enhances visibility and networking opportunities for startups through the digital platform.

Operational Efficiency

Optimizes the data collection and updating processes, presenting a substantial efficiency gain over traditional methods.

Simplifies data management through a dynamic web application format, though still requires manual input.

FUTURE RESEARCH

Expand Scope

Develop and analyze radars for multiple UAS to understand adaptability across diverse academic settings.

Stakeholder Insights and impact on Startups

Investigate how the Inno Radar affects startups' communication, visibility, and engagement with external stakeholders.

Automation Integration

Explore integrating automated data collection and updating mechanisms to reduce manual effort and enhance accuracy.

Standardized Evaluation Framework

Develop a framework to systematically assess the maturity of academic startup projects.

THANK YOU



 innoradar.app

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Literature

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