

# The startup scene in Saxony

Establishing & supporting businesses





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# The Free State of Saxony

## The perfect place for startups

Startup founders like you are what help our Saxon economy progress. Your new businesses are important driving forces for further economic development, enhancing our innovation capacities, and generating sustainable jobs and good incomes. The Free State of Saxony will be glad to help you realise your business idea – even if not all your ideas initially and immediately prove successful.

Knowledge-intensive, technology-oriented startups play a key role on the startup scene. They create new markets, and experience particularly fast growth. Startups seek out and seize opportunities: For technological breakthroughs, economic success, or personal fulfilment on the founder's part. These opportunities offer entrepreneurial independence, rather than being a dependent employee at a company.

Saxony is a land of startups. This was demonstrated by the inventors of the Melitta filter papers, toothpaste or washing machines with perforated laundry drums at the start of last century, and continues to be demonstrated today by the many startup founders who have been channelling their entrepreneurial spirit into successfully establishing their companies since 1990. You will find some examples of these in this brochure.

Now is the time for a new generation of startups! The digital transformation is changing traditional value chains and shaking up entire areas of business. New technology and digital services are infiltrating industry, the services sector, trade and skilled crafts – essentially every

conceivable aspect our entire life. They are making room for new business models, and therefore also for startups capable of recognising and utilising growth opportunities. It is my hope and aim to encourage you to fulfil your startup ideas right here in Saxony.

Saxony boasts excellent conditions for realising your business concept. The wide range of sectors, particularly industry, coupled with the vast research infrastructure across the region, provides a fertile breeding ground for technology-driven startups and new business models. Strong business networks and clusters, as well as a growing creative and cultural sector, are all factors that will assist you as you ease your way into self-employment.

Over the next few pages, we've put together an overview of the support options available to startups in Saxony to help you utilise your talents and become a successful part of our Saxon entrepreneurs' scene. I look forward to hearing your ideas!



**Martin Dulig**

Saxon State Minister for Economic Affairs, Employment and Transport



# Saxony as a startup region

The startup scene in Saxony has gone from strength to strength in recent years. And it's not so much about the number of new startups, but rather their sustainability, and the innovative capacity and growth potential they offer. The slow but sure trend towards self-employment is primarily a result of the situation on the job market. The pleasing rise in employment in Saxony's economy also forces young businesses to offer attractive conditions if they want to find well qualified staff.

This happens most successfully when new markets are cultivated using innovative products, services and business models. The digital transformation is a driving force behind this development. According to the KfW startup monitor, around one in four startups now has a digital background. And a third of newly self-employed persons now have

academic training. Teams wanting to jointly establish startups are coming together more and more often.

So the Saxon state government is of course particularly supportive of growth startups that apply new technologies and knowledge. Saxony is the perfect place for your venture. It has become one of Europe's most innovative regions, with a varied, SME-based economy, excellent research and university facilities, and a dynamically evolving startup infrastructure. The close collaboration between high-tech companies, universities and research institutions provides the ideal conditions to get you started, and co-operations between startups and established businesses are similarly gaining in importance.



**Saxony has become one of Europe's most innovative regions, with a varied, SME-based economy, excellent research and university facilities, and a dynamically evolving startup infrastructure.**



# From student to successful entrepreneur

## Startup initiatives at Saxon universities and special support services

Are you a student or research assistant at a Saxon university? Then the startup initiatives available right across the state are just the thing for you. Because they'll help you apply your knowledge to new products and services, and thus utilise it profitably – from idea to business.

The initiatives featured here support prospective startup founders, thereby making an important contribution to ensuring a strong culture of independence, proactivity, and entrepreneurial spirit at universities and research institutes – and boosting the innovative power of the Saxon economy. They are generally backed by major regional and national partners. The startups are all very diverse, ranging from self-employed freelance speakers, to knit-cap startups and on-line portals, to complex microelectronic software solutions.

The initiatives offer extensive services for students, university graduates and scientists/academics:

- Raising awareness about the 'self-employed entrepreneur' career option
- Guidance and feedback on business ideas
- Personalised consulting on startup-related queries
- Information and networking events – Lectures, seminars and training courses teaching business skills and the necessary basic knowledge
- Training prospective startup founders and providing coaching
- Advice on support programmes, particularly the relevant federal and state programmes



## SAXEED

[www.saxeed.net](http://www.saxeed.net)

SAXEED is a startup initiative at the four universities of south-west Saxony – in Chemnitz, Freiberg, Mittweida and Zwickau. Since 2006, the network has handled more than 1,000 startup projects, over 250 of which turned into businesses, in fields such as automotive engineering/driverless cars, lightweight construction, media, and resource efficiency.

## DRESDEN|EXISTS

[www.dresden-exists.de](http://www.dresden-exists.de)

dresden|exists is the first port of call when it comes to implementing business ideas stemming from Dresden-based science. Experienced consultants help you establish your own startup, and assist with queries relating to technology transfer or corporate succession. Particular focus is placed on startup projects founded on research findings.

dresden|exists' aim is to reinforce the excellence of Dresden-based research, and it acts as the main go-to point for many scientific institutions in startup-related matters:

- Technische Universität Dresden
- Hochschule für Technik und Wirtschaft Dresden (Dresden University of Applied Sciences)
- Helmholtz-Zentrum Dresden-Rossendorf
- Leibniz Institute of Polymer Research Dresden
- Leibniz Institute for Solid State and Materials Research Dresden

Every year, dresden| exists assists with up to 80 startup ideas, 20 to 25 of which go on to become startups.

## SMILE

[www.smile.uni-leipzig.de](http://www.smile.uni-leipzig.de)

The self-management initiative Leipzig, or SMILE for short, is a co-operative project between the Leipzig University and the HHL Leipzig Graduate School of Management, the Helmholtz Centre for Environmental Research (UFZ), and the German Biomass Research Centre (DBFZ). SMILE helps university students, graduates, and research assistants at Leipzig universities and research institutions establish their own business and become self-employed.

The network has overseen some 400 startups since 2006 – in various academic disciplines and all kinds of industries, with the main focus being on research and knowledge-intensive startups.

## STARTUP ACADEMY

[www.hszg.de](http://www.hszg.de)

The startup academy (Gründerakademie) at the Zittau/Görlitz University of Applied Sciences helps startup-oriented students, staff, and graduates progress from their initial idea to successfully starting their business. In addition to workshops and seminars on all things startup, the primary focus is on personalised coaching, which, along with initially analysing the practicality of the startup idea, also includes assisting participants on their personal journey to self-employment.

As such, the startup academy considers a solid commercial background to be the foundation of all business success, and has so far overseen some 40 successful startups.

# Support programmes, risk capital and growth financing for startups

## Support options

Anyone taking the plunge into self-employment usually needs financing. The Saxon state government and German federal government can help here. Below are their most important services:

### PROGRAMMES FOR BECOMING SELF-EMPLOYED

[www.sab.sachsen.de](http://www.sab.sachsen.de)

**STARTUP CONSULTING:** The Sächsische Aufbaubank development bank (SAB) offers a 'startup consulting' support programme for startup founders, enabling them to receive grants for consulting services which prepare

them to start their own business or assist them in taking over a business. The topics covered here are highly diverse, ranging from finance, to business-plan queries, to questions about HR management. The programme is particularly aimed at startup founders seeking to set up a viable, long-term business, and provides blanket financing for consultations equivalent to between two and ten full days of work, which usually cost 400 euros per full day.

**MICRO LOAN:** The 'micro loan' is another SAB programme, enabling startup founders to take out a low-cost loan for investments and equipment – to the value of up to 20,000 euros. They have six years to repay it. The micro loan requires you to contribute at least 20 percent of the total costs.

**INNOSTARTBONUS – NEW SUPPORT FOR INNOVATIVE STARTUP FOUNDERS:** The new InnoStartBonus support sees the Saxon state government enhance its existing startup-support programmes which have so far mostly only been available to particularly knowledge-intensive startups. The new programme enables us to further our strategic approach of supporting particularly innovative business ideas and models. Innovative startups will be introduced to Saxony's startup scene, and will receive initial financial support.

The InnoStartBonus programme is aimed at potential startup founders, providing them with financial support before and in the early days of their launch. As part of a competition, startup founders with innovative business

ideas have the chance to secure a startup bonus of 1,000 euros a month for up to twelve months to boost their income. In addition, a monthly child bonus of 100 euros will be paid per dependent child for the duration of the programme. The Saxon State Ministry for Economic Affairs, Employment and Transport (SMWA) has commissioned futureSAX – the Saxon state government's innovation platform – to run the competition and assist startup founders. The support is granted by the Sächsische Aufbaubank development bank.

[www.futuresax.de/innostartbonus](http://www.futuresax.de/innostartbonus)

STARTUPS ESTABLISHED BY WOMEN IN RURAL AREAS: Special support is granted to women who start up businesses in rural areas, thereby helping improve the lives and incomes of women. Grants of up to 6,000 euros are awarded.

[www.gleichstellung.sachsen.de](http://www.gleichstellung.sachsen.de)

SÄCHSISCHER GRÜNDERINNENPREIS (SAXON AWARD FOR FEMALE STARTUP FOUNDERS): This award aims to encourage women to become self-employed. It draws attention to women who have successfully established businesses, and who are consequently encouraging other women to do the same.

[www.saechsischer-gruenderinnenpreis.de](http://www.saechsischer-gruenderinnenpreis.de)

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## FEDERAL-GOVERNMENT PROGRAMMES FOR TECHNOLOGY AND KNOWLEDGE-BASED STARTUPS

[www.exist.de](http://www.exist.de)

EXIST-Potentiale is the new support programme to emerge as part of the EXIST startup culture. The German Federal Ministry for Economic Affairs and Energy wants this programme to further develop the startup networks at universities that have formed as a result of the EXIST startup culture in recent years, and support other small and medium-sized universities that have never used any EXIST support.

The goal of the measure is to implement a noticeable, inspiring startup culture at universities, and to create the necessary framework conditions for innovative, fast-growing scientific startups to generate sustainable jobs in the region over the medium term.

EXIST-Potentiale is thus aimed at all German universities seeking to lastingly and systematically unlock and utilise potential in the area of startup support.

The EXIST programmes assist universities in three main fields:

- Permanently qualifying themselves as universities specialising in startups
- Emerging as the co-ordinators of regional startup networks within a regional startup-support alliance
- Making a name for themselves at an international level as universities specialising in startups.

[www.sab.sachsen.de](http://www.sab.sachsen.de)

## TECHNOLOGY STARTUP GRANT

The Saxon state government has boosted the German federal government's support for technology and knowledge-based startups by introducing the 'Technologiegründerstipendium' (technology startup grant). University students, graduates or research assistants wanting to carry out projects offering high customer benefit and a clear USP receive monthly grants of up to 3,000 euros. When applying, they must be part of an interdisciplinary team that also possesses the necessary commercial skills.

The company should be founded within six months of approval. Applications are submitted to the SAB.

## LAUNCHING INNOVATIVE PRODUCTS

Once founded, young companies can take advantage of the 'Markteinführung innovativer Produkte' ('Launching innovative products') programme, which speeds up the market-launch process for innovative projects, and contains a grant and loan component collectively worth up to 700,000 euros. Startups can use this to produce a pilot series, and co-finance the expenses for proprietary rights, staffing costs for marketing assistants, and advertising activities for market cultivation.

Startups up to five years old enjoy particularly favourable conditions. Applications are once again submitted to the SAB.



**Anyone taking the plunge into self-employment usually needs financing. The Saxon state government and German federal government can help here.**



## Growth financing

[www.kfw.de](http://www.kfw.de)

[www.bbs-sachsen.de](http://www.bbs-sachsen.de)

[www.mbg-sachsen.de](http://www.mbg-sachsen.de)

The support provided by the Saxon state government and German federal government of course does not end once young companies have found their footing and are ready to grow further. From this point on, both governments offer targeted financial aid in the form of grants for research and development, low-interest loans, guarantees, or equity capital.

Determining which measure is the right one depends heavily on the type of business model, the financing requirements, and the amount of available equity.

The Saxon state government offers a low-interest loan for startup financing in the form of the SAB's GuW (startup & growth financing) programme, which can be used to finance growth projects, as well as startups requiring larger investments. Thanks to a co-operation with the Kreditanstalt für Wiederaufbau (KfW), the GuW loan provides very low-cost, long-term financing options. And the

KfW itself also runs various programmes for startup founders and growing companies.

If you don't have customary banking security for your project, guarantees from the Bürgschaftsbank Sachsen (BBS) and the SAB, as well as holdings from the Mittelständische Beteiligungsgesellschaft Sachsen (MBG), can facilitate the start-up and growth processes.

If the project due to be financed involves creating and/or securing competitive jobs, the SAB can fund industry investments by providing a grant from the 'Verbesserung der regionalen Wirtschaftsstruktur' ('Improving the regional economic structure') joint scheme. Innovative startups can also receive an investment grant to set up premises and employ highly qualified staff.

## Risk capital

Risk capital can be an important part of establishing high-risk startups in the high-tech and innovative fields. Companies financed through venture capital (VC) are better able to maximise their growth potential in general, achieve comparatively more added value, and create more jobs. VC-financed companies are also much more likely to actually launch their innovations on the market than companies which are forced to forego financing or support from a business angel.

### SAXON TECHNOLOGY STARTUP FUND

[www.tgfs.de](http://www.tgfs.de)

The Saxon state government has teamed up with Saxon savings banks to offer an important service in early-stage financing in the form of the Technologiegründerfonds Sachsen (Saxon technology startup fund, TGFS), which provides startups with fully liable equity worth up to five million euros. Target companies come from the fields of ITC, semiconductor and microsystem technology, medical technology, life sciences, environmental and energy technology, or new media, and boast impressive potential for added value and growth.

The TGFS also provides support when it comes to setting up a business, offering strategic advice on business development. The TGFS becomes a minority shareholder, and shares the opportunities and risks with the founders.

### THE GERMAN FEDERAL GOVERNMENT'S HIGH-TECH STARTUP FUND

[www.high-tech-gruenderfonds.de](http://www.high-tech-gruenderfonds.de)

This service is supplemented by the German federal government's High-Tech Gründerfonds (high-tech startup fund, HTGF), which invests in innovative high-tech companies nationwide. The startups operate in fields such as automation, optical technologies, medical technology, pharmacodiagnosics, hardware, life sciences, energy, IT, software, media, and the Internet. The HTGF deliberately takes higher risks than private financiers. Seed financing aims to enable startups to develop their technology to the point of prototypes or market launch. The HTGF takes a holding of up to one million euros in a company in the first round, and is available for further rounds of up to two million euros for follow-up financing. Along with these financing means, it also supports its portfolio companies with a strong understanding of technology, team-based startup experience, and an extensive international network of relevant partners.

# Saxony's startup ecosystem

## futureSAX – The Saxon state government's innovation platform

From the miniature camera to the computer, Saxony has already produced a number of innovations. So there is good reason why Saxony is considered a major high-tech hub – including beyond Germany's borders. For over 15 years, futureSAX – the Saxon state government's innovation platform – has been bringing the state's innovators closer together so they can jointly write the next chapters of Saxony's success story.

[www.futuresax.de](http://www.futuresax.de)

[www.smwa.sachsen.de](http://www.smwa.sachsen.de)

futureSAX has established itself as a cross-industry, cross-technology interface for startup founders, entrepreneurs, investors, and knowledge and transfer players,

and is a central point of contact within the startup and innovation ecosystem. Its main task is to work with its now over 8,000 members to strengthen Saxony's entrepreneurial power and culture, and showcase the state beyond its borders as an innovative region with a dynamic startup scene. To do this, it futureSAX offers a variety of formats and events relating to the innovation process.

Startup founders learn useful information about business models, financing, and communication at the futureSAX startup forums, while the futureSAX investor roadshow gives Saxony's startups the opportunity to present their innovative concepts to selected investors. The futureSAX startup brunch, meanwhile, enables startups and young companies to showcase their innovative products and services, and converse and forge lasting connections with experts and startup partners in a relaxed setting. And the trade-fair appearances made as part of the futureSAX startup corner give Saxony's innovators the chance to raise their profile even beyond the state's borders. The Saxon Mentoring Network is on hand to help young companies with their personal development by giving them a platform to converse with established experts.

futureSAX has run the Sächsischer Gründerpreis (Saxon Startup Award) since 2012. This annual competition is open to all industries and technologies, and culminates in the futureSAX innovation conference, where all attendees are given the opportunity to present themselves to over 550 guests from the worlds of science, politics and economics. The prize-winners are also announced and honoured on this day.



futureSAX team



## FUTURESAX – ADDED VALUE FOR STARTUPS

### DEVELOPING BUSINESS MODELS

- Startup forums
- Judge feedback

### ACCESS TO INVESTORS

- Investor roadshow
- Pitch workshops
- Personalised matchings



### MARKET LAUNCH & PROFILING

- Sächsischer Gründerpreis (Saxon Startup Award) & futureSax Publikumspreis (futuresax Audience Award)
- E-book on the idea showcase
- Start-up corner

### BUILDING NETWORKS

- Startup brunch
- Alumni network
- Start-up partner network



Participants and prize-winners of the Sächsischer Gründerpreis at the futureSAX innovation conference.



Images from the futureSAX innovation conference.

# Accelerators, company builders, incubators, co-working spaces, technology startup centres and crowdinvesting/crowdfunding

The range of support options for innovative startups in Saxony is very varied. And you can look forward to a number of new services. This is an ecosystem in which you can cultivate your creativity, while also receiving the inspiration needed to fulfil any good idea.

Co-working spaces can make it easier for you to flexibly use the necessary premises and technical equipment for your startup, and make contact with other startup founders. Additional support is often also available, e.g. in the form of mentoring and workshops.

Accelerators help you by providing intensive coaching and thus speeding up the development process. Company builders, meanwhile, primarily offer extensive experience and tried-and-tested formulae. In many cases, a business model is predefined, and partners and staff are sought or supplied. Most incubators provide both of these, and can also ensure more personalised tailoring to the startup team's needs if you specialise in a specific field.

Whether it's an accelerator, incubator or company builder that's the right model for the startup founder, team and business idea is something you need to find out for yourself.

Perhaps a technology and startup centre is also what you need for your business success. These centres create a favourable infrastructure for the conceptualisation, launch and initial development stage of technology-oriented companies in particular, and thus ensure optimum conditions for continuous growth. The services in offer are

comprehensive, with different specialisations depending on location: Biotechnology in Dresden and Leipzig, for instance, or microsystem technology in Chemnitz.

If you're looking for a suitable base for your company, Wirtschaftsförderung Sachsen (WFS) can help. It will also assist you in making contacts with regional or local authorities, banks, venture-capital companies, legal advisors, potential co-operation partners, industry networks, or developers for your future production plant.

New forms of financing, such as crowdinvesting/crowdfunding, can also make it easier for startups to get off the ground. They enable founders to collect capital from many small investors and sponsors, generally through a platform that connects financiers with startups. Crowdinvesting/Crowdfunding also makes it possible to find a partner within Saxony.

[www.innovationszentren-sachsen.de](http://www.innovationszentren-sachsen.de)

[www.standort-sachsen.de](http://www.standort-sachsen.de)

[www.existenzgruendung-sachsen.de](http://www.existenzgruendung-sachsen.de)

## Examples of sponsors of innovative startups in Saxony

BASISLAGER COWORKING SPACE / LEIPZIG	<a href="http://www.basislager.co">www.basislager.co</a>
BUSINESS VILLAGE / CHEMNITZ	<a href="http://www.business-village.de">www.business-village.de</a>
HIGHTECH STARTBAHN / DRESDEN	<a href="http://www.hightech-startbahn.de">www.hightech-startbahn.de</a>
IDEATION:HUB / DRESDEN	<a href="http://www.ideationhub.de">www.ideationhub.de</a>
IMPACT HUB / DRESDEN	<a href="http://www.dresden.impacthub.net">www.dresden.impacthub.net</a>
KABINETTSTÜCKCHEN.CC COWORKING / CHEMNITZ	<a href="http://www.kabinettstueckchen.cc">www.kabinettstueckchen.cc</a>
LIFE SCIENCE INCUBATOR SACHSEN / DRESDEN	<a href="http://www.lsi-sachsen.de">www.lsi-sachsen.de</a>
Q-HUB / CHEMNITZ	<a href="http://www.q-hub.de">www.q-hub.de</a>
SOCIAL IMPACT LAB / LEIPZIG	<a href="http://www.leipzig.socialimpactlab.eu">www.leipzig.socialimpactlab.eu</a>
SPINLAB – THE HHL ACCELERATOR / LEIPZIG	<a href="http://www.spinlab.co">www.spinlab.co</a>
VW FUTURE MOBILITY INCUBATOR / DRESDEN	<a href="http://www.glaesernemanufaktur.de">www.glaesernemanufaktur.de</a>

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## Examples of Saxon crowdfunding and crowdinvesting platforms

99 FUNKEN / DRESDEN (CROWDFUNDING)	<a href="http://www.99funken.de">www.99funken.de</a>
LEIPZIGER-CROWD / LEIPZIG (CROWDFUNDING)	<a href="http://www.leipziger-crowd.de">www.leipziger-crowd.de</a>
SEEDMATCH / DRESDEN (CROWDINVESTING)	<a href="http://www.seedmatch.de">www.seedmatch.de</a>
STARTNEXT / DRESDEN (CROWDFUNDING)	<a href="http://www.startnext.com">www.startnext.com</a>
VISIONBAKERY / LEIPZIG (CROWDFUNDING)	<a href="http://www.visionbakery.com">www.visionbakery.com</a>

## Sächsisches ExistenzgründerNetzwerk (Saxon Startup Network)

Lots of questions arise when you want to establish a startup – and these can be answered by many competent contacts at the chambers of industry and commerce, as well as the chambers of trades and crafts, right across Saxony.

The chambers regularly offer startup consultations under the umbrella of the Sächsisches ExistenzgründerNetzwerk. These consultations provide useful information on the initial startup phases, plus lots of practical legal information for aspiring entrepreneurs. The startup portal at [www.existenzgruendung-sachsen.de](http://www.existenzgruendung-sachsen.de) shows you the step-by-step process to setting up your own company, while business-plan templates help you formulate a well-founded business concept. Commercial knowledge, professional experience and personal requirements are all assessed as part of a detailed startup check.

The 'bread and butter' business in startup consulting is the same in all industries – from business plan, to formalities and legal matters, to naming.

Technology-oriented startups primarily differ due to the many additional framework conditions, both legal and technical. The requirements that need to be met depend largely on the product, production process, and materials used. Environmental and consumer protection are also important motives for laws, guidelines, and regulations. Assessments can sometimes require specialised knowledge. In addition to an initial evaluation by the chambers, experts may also be called in or recommended if necessary.

Financing is another critical factor for innovative, technology-oriented startups. Experience has shown that it is difficult to realistically determine the time needed before market launch, and thus also how long it will take for initial revenue to be earned – most startup founders tend to underestimate this and the amount of financing required. The chambers thus provide the option of formulating personalised financing proposals for the specific startup project.

The Sächsisches ExistenzgründerNetzwerk combines the chambers' strengths with startups' needs. Teams of experts from the fields of business startups, law, innovation, foreign trade, and the environment offer startup founders comprehensive, interdisciplinary advice. To pool the various skills, the chambers support futureSAX (the Saxon state government's innovation platform, see page 16), and co-operate with local university startup initiatives and other partners.

[www.existenzgruendung-sachsen.de](http://www.existenzgruendung-sachsen.de)

## Digital-hub initiatives

Startups are key drivers of the digital shift in the economy. They're competitors, but also potential co-operation partners for established companies.

The digital hubs in Leipzig and Dresden have different, complementary focus areas, seeking to increasingly network established business, startups and research.

While Leipzig concentrates on promoting smart infrastructure (specialising in energy, smart cities, e-health, and cross-application technologies), Dresden is centred on developing the hardware, software and connectivity components needed for smart systems.

A digital ecosystem for energy, smart cities and health is emerging in Leipzig under the umbrella of smart infrastructure. The smart networking and digitisation of processes and infrastructure within a city is being researched and developed in a bid to help increase Leipzig's profile nationally and internationally, promote future-related industries and technologies, pool existing cutting-edge research and digital expertise, and strengthen both established companies and startups alike.

A competence and innovation centre for industry digitisation is growing in Dresden in the form of the Smart Systems Hub, which is set to be Europe's first site for smart-system components. Using the leading microelectronics industry as a starting point, platforms based on IoT technology are being created for new products and business models, and the joint development thereof is being consistently advanced, by integrating the three main pillars of hardware, software and connectivity.

As such, Dresden and Leipzig are becoming home to structures designed to develop the sites into one of 12 specialised 'digital hubs' – locations marketed worldwide as leading innovation and startup ecosystems – across Germany as part of the de:hub initiative run by the German Federal Ministry for Economic Affairs and Energy.

[www.de.digital/hub-dresden-leipzig](http://www.de.digital/hub-dresden-leipzig)

[www.smartinfrastructurehub.com](http://www.smartinfrastructurehub.com)

[www.smart-systems-hub.de](http://www.smart-systems-hub.de)



# Contacts

SÄCHSISCHES STAATSMINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND VERKEHR	<a href="http://www.smwa.sachsen.de">www.smwa.sachsen.de</a>
SÄCHSISCHE AUFBAUBANK – FÖRDERBANK	<a href="http://www.sab.sachsen.de">www.sab.sachsen.de</a>
KREDITANSTALT FÜR WIEDERAUFBAU	<a href="http://www.kfw.de">www.kfw.de</a>
BÜRGSCHAFTSBANK SACHSEN	<a href="http://www.bbs-sachsen.de">www.bbs-sachsen.de</a>
MITTELSTÄNDISCHE BETEILIGUNGSGESELLSCHAFT SACHSEN	<a href="http://www.mbg-sachsen.de">www.mbg-sachsen.de</a>
FUTURESAX	<a href="http://www.futuresax.de">www.futuresax.de</a>
TECHNOLOGIEGRÜNDERFONDS SACHSEN	<a href="http://www.tgfs.de">www.tgfs.de</a>
EXIST PROGRAMME DES BUNDES	<a href="http://www.exist.de">www.exist.de</a>
HIGH-TECH GRÜNDERFONDS	<a href="http://www.high-tech-gruenderfonds.de">www.high-tech-gruenderfonds.de</a>
SÄCHSISCHES EXISTENZGRÜNDERNETZWERK	<a href="http://www.existenzgruendung-sachsen.de">www.existenzgruendung-sachsen.de</a>
WIRTSCHAFTSFÖRDERUNG SACHSEN	<a href="http://www.standort-sachsen.de">www.standort-sachsen.de</a>
DRESDEN EXISTS	<a href="http://www.dresden-exists.de">www.dresden-exists.de</a>
SELBSTMANAGEMENTINITIATIVE LEIPZIG	<a href="http://www.smile.uni-leipzig.de">www.smile.uni-leipzig.de</a>
SAXEED	<a href="http://www.saxeed.net">www.saxeed.net</a>
GRÜNDERAKADEMIE	<a href="http://www.hszg.de/studium/karriereservice/gruenderakademie.html">www.hszg.de/studium/karriereservice/gruenderakademie.html</a>
DIGITAL-HUB-INITIATIVE	<a href="http://www.bmwi.de/DIGITAL/Redaktion/DE/Dossier/digital-hub-initiative.html">www.bmwi.de/DIGITAL/Redaktion/DE/Dossier/digital-hub-initiative.html</a>
TECHNOLOGIE- UND GRÜNDERZENTREN	<a href="http://www.innovationszentren-sachsen.de">www.innovationszentren-sachsen.de</a>

# Success the Saxon way



The next few pages show very varied examples of successful startups and the ‘Smart Infrastructure Hub Leipzig’.



# Lecturio GmbH

Founded 2008

Lecturio is a video-learning provider that stands for sustainable, innovative and cost-effective (advanced) training for individuals, companies and educational institutions. Since its founding in Leipzig, Saxony's historic publishing centre, in 2008, Lecturio has grown to become an internationally operating education provider. Avid learners and staff can learn about topics such as compliance, soft skills, digitisation, medicine, law, tax and many more, while companies can obtain ready-made content, productions and their own learning app under one roof. Financing by the Saxon state government helped considerably with this.

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[www.lecturio.de](http://www.lecturio.de)



Leipzig 'Lecturios' and 'Lecturias'





## Qoniac GmbH Founded 2009

## Revolutionary Lithography and Patterning Optimization

Qoniac is the world's leading independent provider of innovative software solutions for optimising and controlling processes for semiconductor lithography. The company developed the OVALiS Software Suite, which uses simulation, diagnostics, monitoring and process control to constantly optimise and individually regulate manufacturing processes both in the high-volume field and R&D. Since its founding in 2009, the company has grown to nearly 100 employees worldwide. Along with its headquarters in Dresden, Qoniac currently also has branch offices in the USA, Taiwan, South Korea and Japan, and maintains customer liaison offices in China and Singapore. Qoniac was assisted by the Technologiegründerfonds Sachsen (TGFS) right from the outset.

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Founders and managing directors of Qoniac GmbH: Dr Adwin Timmer and Boris Habets, Qoniac Team (from left to right)



# Sächsische Spirituosenmanufaktur

## Founded 2014

Sächsische Spirituosenmanufaktur processes regional fruits, blossoms and herbs into premium liqueurs and distillates. The brand is based on a sustainable business concept, and the company owner is Martin Wagner. In 2007, he completed his vocational training and began working in the spirits industry. He undertook further training in liqueur production and distillation, and obtained his university degree. Following years of preparation, he founded his company in Schirgiswalde-Kirschau in 2014. During the startup process, he was particularly looked after by the Startup Academy (Gründerakademie) at the Zittau/Görlitz University of Applied Sciences, dresden|exists, and Neugeister e.V.

### CONTACT

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Martin Wagner is the owner of Sächsische Spirituosenmanufaktur.



All products are meticulously handcrafted.



**tex—lock**  
leicht. schön. sicher.

## tex-lock – The bicycle lock of the future

### Founded 2016

'tex-lock' is an innovative bicycle lock that is secure, flexible and lightweight thanks to the use of high-tech fibres. Following the successful kick-starter campaign in 2017, the female founders kept developing their product, and, in 2018, began marketing an improved version of tex-lock, which has been awarded the independent ART\*\* certificate for secure bicycle locks. The company moved to larger premises and has 20 staff. An integrated lock and the completely new 'multipurpose weather protection for cyclists' product range is being presented for 2020. 'The Technologiegründerstipendium technology startup grant gave us the initial scope to focus exclusively on "tex-lock". The Saxon support programmes were an important tool in helping us get to the series production stage. When launching new versions of products, we use the visionary MEP programme.' (Alexandra Baum)

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[www.tex-lock.com](http://www.tex-lock.com)



Over the last two years, founders Alexandra Baum (right) and Suse Brand have developed 'tex-lock' – an innovative, textile-based lock that is secure, flexible and lightweight thanks to the use of high-tech materials.

## watttron

Founded 2016

WINNER OF THE 2017  
FUTURESAX IDEAS COMPETITION

[www.futuresax.de/wettbewerbe](http://www.futuresax.de/wettbewerbe)

### CONTACT

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The cera2heat® modular matrix heating system developed by watttron GmbH is the first ever system enabling defined, non-homogeneous warming of surfaces. The 5x5 mm heating pixels, such as those on a TFT display, enable images and temperature profiles to be generated in a controlled manner, and, thanks to the modular structure, transferred to large areas via contact. The company has found the perfect base at the Freital technology and startup centre in greater Dresden, and most recently increased its rented floor space to more than 520 sq m in mid-2019. watttron GmbH has benefited from startup networks like dresden|exists, and the excellent research infrastructure. There are also a number of suppliers and partners here when it comes to the microelectronic components of heating systems! (Dr Sascha Bach)



The four founders of watttron GmbH: Ronald Claus, Michaela Wachtel, Marcus Stein, Dr Sascha Bach (from left to right)



# Lipotype – Lipidomics for a better life

## Founded 2012

'If you want to fulfil innovative ideas, you need strong partners. During the pre-startup phase, the Lipotype team was constantly able to build on the top expertise offered by the dresden|exists startup initiatives in areas such as creating business plans, acquiring funding, and developing business models. As a Saxon company, we continue to enjoy clear competitive advantages thanks to our location, with unbureaucratic access to support programmes for research and development, a functional biotech cluster, and excellent researchers for co-operations and company growth!' (Prof. Kai Simons)

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[www.lipotype.com](http://www.lipotype.com)



Prof. Kai Simons, CEO and founder of Lipotype



Dr Oliver Uecke, Head of Business Development and Finance



# blackbee – Webdata Solutions

## Founded 2012

Webdata Solutions is a data provider for e-commerce insights, and its specially developed blackbee technology turns data into information. This enables dealers and manufacturers to keep an eye on the dynamic online market – worldwide and irrespective of industry. Webdata Solutions is a spin-off of Leipzig University. Dr Hanna Köpcke, Sabine Massmann and Carina Röllig founded the Leipzig-based company in 2012. In 2013, its clear technological advantage impressed the Technologiegründerfonds Sachsen (TGFS) enough to invest in the innovative company, with renowned Seventure Partners, b-to-v Partners and Senovo venture-capital funds following suit in 2015.

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Sabine Massmann, Dr Hanna Köpcke and Carina Röllig (from left to right) founded Webdata Solutions in 2012. Today, it is one of Germany's fastest growing digital companies.

# EDC Electronic Design Chemnitz

## Founded 2008

EDC Electronic Design Chemnitz GmbH develops and manufactures customer and application-specific electronic systems, sensor technology, and integrated switches (ASICs) for companies in the fields of mechanical engineering, automation technology, and medical technology. EDC boasts a successful development story thanks to funding by the federal and state government. Founded in 2008, EDC employs 45 staff, and its product range encompasses 13 analogue/mixed-signal circuits and 20 automation products. EDC systems used to measure differential pressure and dust are used worldwide, e.g. in industrial air-purification and exhaust units.

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The company has had its headquarters at its own building since 2013.



Founders and CEOs of EDC Electronic Design Chemnitz GmbH:  
Dr Steffen Heinz and André Lange



## Der Beutenbauer Founded 2010

'Many company founders can definitely say that they turned their hobby into their career. Now – after seven years of manufacturing modern bee-box systems –, I am grateful to have taken this step. I am also grateful for the support provided by the SAB and the micro loan. I am a passionate apiarist, and a woodworker by profession – which are two ideal pre-requisites for what I do. Our trademark is the "premium corner", a corner joint with structural wood protection to resist weathering. The corners of our bee boxes retain their attractive appearance for years! As such, our bee boxes take pride of place in many gardens around the country, putting a smile on every beekeeper's face!' (Friedmar Schönherr)

### CONTACT

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[www.derbeutenbauer.de](http://www.derbeutenbauer.de)



Where bees love to live: As a family business with its own apiary, 'Der Beutenbauer' ('the bee-box builder') Friedmar Schönherr manufactures high-quality bee boxes.





# SpinLab – The HHL Accelerator

## Founded 2014

The Smart Infrastructure Hub in Leipzig concentrates on energy, smart cities, e-health, and cross-application technologies for these fields. Its aim is to adopt a very application-based focus to convert the technologies developed by innovative startups worldwide into real applications with partners from science, politics, and business.

In addition to the Saxon state government, the City of Leipzig, and universities (Leipzig University, HTWK Leipzig (Leipzig University of Applied Sciences), and HHL Leipzig Graduate School of Management), several other leading companies from the region – in the form of Verbundnetz Gas AG, the Leipziger Group, AOK PLUS, European Energy Exchange EEX, enviaM, DELL, PYUR, Helios Kliniken, Deutsches Rotes Kreuz Landesverband Sachsen, and arvato – are also involved.

SpinLab – The HHL Accelerator will see a leading accelerator programme concentrate on these focus areas, assist startups with product launches and financing, and put them in contact with established companies and investors. The Smart Infrastructure Ventures venture-capital fund also invests in early-stage startups. The development and expansion of existing spaces is also set to create affordable premises for rent in a strong community in Leipzig's west. The Research Centre for Sustainable and Smart Infrastructure is currently under construction, and already includes a young researchers group.

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# Notices

A series of 20 horizontal dotted lines for writing notices.



Now is the time for a new  
generation of startups!

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