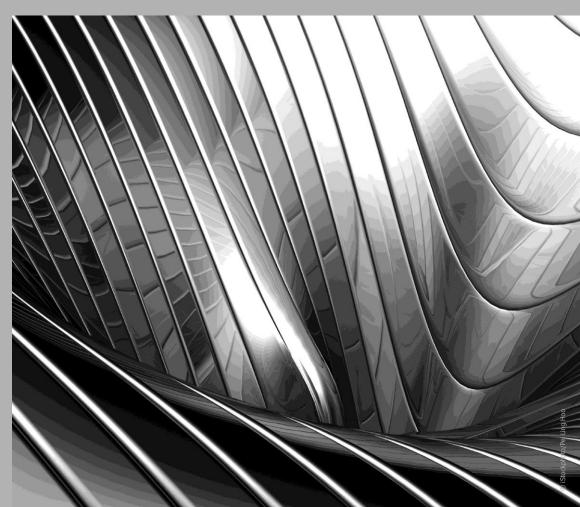


# Technology. Transfer. Application.

The Steinbeis Model in the German State of Baden Wuerttemberg

**Baltic Dynamics 2013** 

Dr. Jonathan Loeffler Riga, September 11-13, 2013



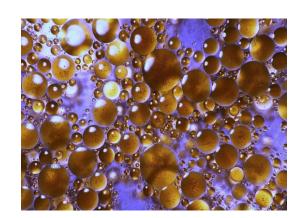
# How to mix water and oil?

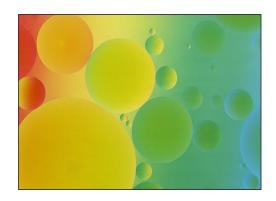


Scientists are not salesmen!

# Companies are not research institutes and have to make benetits!







# **Headquarters Location**



,Haus der Wirtschaft` in Stuttgart – Headquarters location of the Steinbeis Foundation and the Steinbeis Network

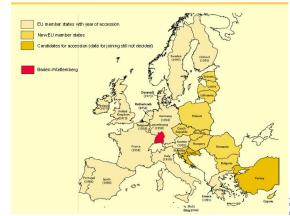
# **German State of Baden-Wurttemberg**



#### **Innovation factors**

- Daimler, Porsche, Bosch, SAP, FESTO, ...
- 4.8% of the gross domestic product (GDP) is invested in research and development (R&D) (Innovation Index 2012)
- The industrial sector alone made almost 80% of total R&D investments in Baden-Württemberg.
- 100 R&D institutions Max-Planck, Fraunhofer, Helmholz, Steinbeis
- 70 universities
- "Mittelstand" is the backbone of the economy Trumpf, Stiehl, Voigth...





## **Steinbeis Network**



## Founded in 1971 as a non-profit foundation (under civic order)

#### **Transfer Network**

- Decentralized Steinbeis Enterprises and subsidiary companies as well as cooperation and project partners worldwide
- Centralized brand Steinbeis with an organisational and legal framework
- Competences in all fields of technology and management

#### **Customers**

more than 10,000 per year; companies, organizations of all sizes and areas of business, individuals

# Facts & Figures (As of December 31, 2011)



The following facts provide a snapshot of the expertise and resources we were able to make available to and with our clients in the year 2011:

- 855 Steinbeis Enterprises worldwide
- 134 Mio. EUR total turnover
- 697 professors, 1,462 employees,3,631 contractors

# Steinbeis Model and "Philosophy"



## A bottom-up approach

- Favoring market pull either than technology push
- Local technology and knowledge transfer, tailored to the needs of the market

## A decentralized strategy

- Leaving a lot space for individual entrepreneurship and high private responsibility
- "You are your own director!" Managers must run their own decentralized organization

## A strong financial monitoring

- Each Steinbeis Enterprise gets a separate accounting at project level
- Each Steinbeis Enterprise is a profit center

## Low public financing

Public funding represents less than 10% of the total turnover

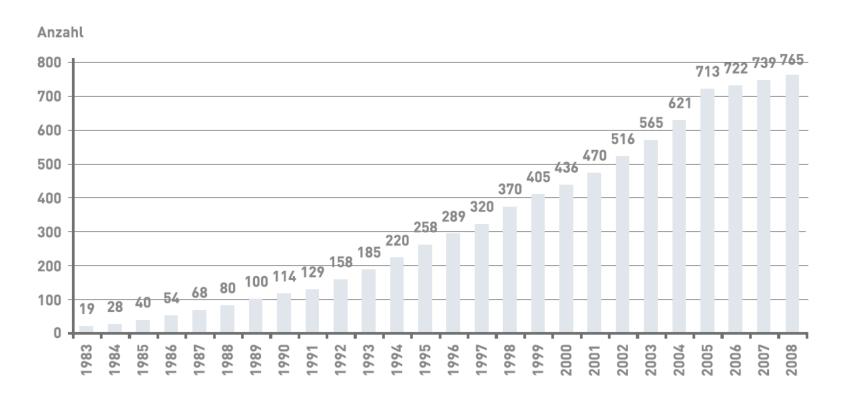
# **Technology transfer with Steinbeis**



- Utilizing research results
- Making expertise available
- Offering holistic solutions
- Expanding the transfer network
  - Operating through decentralization
  - Safeguarding strict confidence
    - Small enterprises as well as conglomerates as partner
    - State as customer

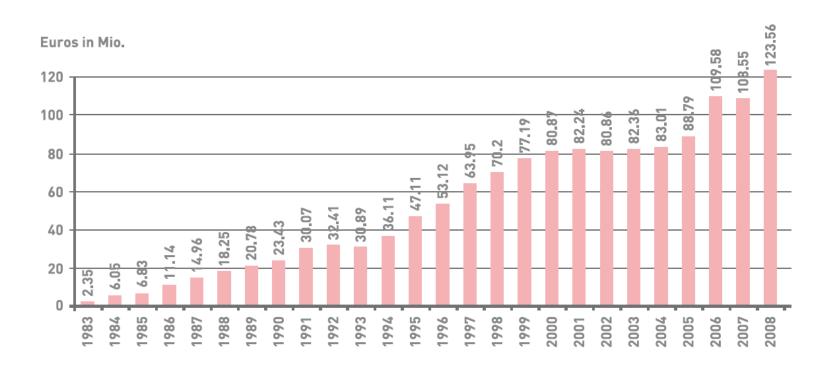
# **Growth of Steinbeis in Numbers**





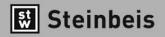
Steinbeis Enterprise growth in numbers 1983-2008 (as of December 31 2008)

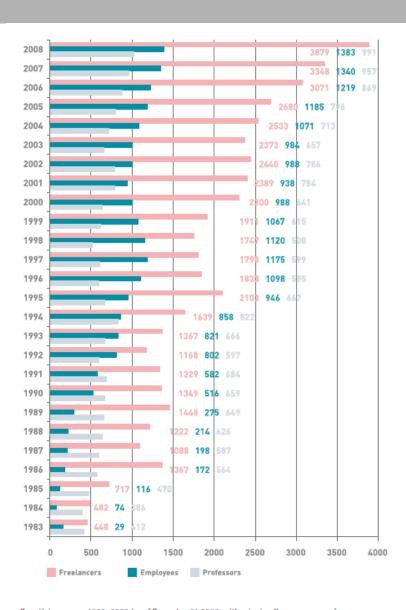
# **Steinbeis Growth in Revenue**



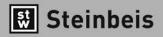
Growth in revenue 1983–2008 (as of December 31 2008; without miscellaneous revenue)

# **Employee Development**





## **Ferdinand von Steinbeis**





Ferdinand von Steinbeis (1807 - 1893)

- Technical advisor, director and chairman of the Headquarters for Trade and Commerce (1848-1880)
  Kingdom of Württemberg (Stuttgart)
- Promoter of technology transfer
- Founder of vocational schools, weaving and women's schools
- Promoter of the industrialization in Württemberg
- Father of dual training:
   "Industrial workers of the future depend upon
   theoretical knowledge combined with practical skills."

# **Development of the Steinbeis Foundation I**



# Foundation and growth of the Steinbeis Foundation

Prof. Dr. Johann Löhn appointed Steinbeis Foundation Chairman of the Board in addition to his present position as Baden-Württemberg Government Commissioner for technology transfer. Technical consulting services from 16 Universities of Applied Sciences in Baden-Württemberg merge to establish the Steinbeis Foundation. Separate Steinbeis Transfer Centers expand transfer network to include Universities of Applied Sciences.

Establishment of several Steinbeis Transfer Centers at Baden-Württemberg universities opens the door to further transfer potential Steinbeis GmbH & Co. KG für Technologietransfer established

Operating unit for growing economic activities

Founding and official recognition of the Steinbeis University Berlin

Prof. Dr. Johann Löhn named founding president

1971 1994 1998 1999 1983 1990 Founding a non-profit Steinbeis Transfer Move overseas: **foundation** under civic First Steinbeis offices Centers order. Foundation founded nationwide, in **Asia**, Steinbeis Japan capital: 34,768 EUR beginning in Bavaria Inc.

# **Development of the Steinbeis Foundation II** Steinbeis



#### "Steinbeis-Edition":

specialist publisher established to issue trade publications of the Steinbeis University in Berlin and the Steinbeis transfer network

#### **Founding of the Steinbeis Beratungszentren GmbH**

Consulting, coaching and economic promotion

#### **Founding of the Steinbeis** Forschungs- und **Entwicklungszentren GmbH**

Market- and transferoriented research

#### **Founding of the Steinbeis** Innovation aGmbH

Non-profit organization for promoting applied research

**25 years** have passed since the **Steinbeis** restructuring in 1983, the SHB looks back on its first **10 years.** 

#### 2006 2008 2009 2010 2011 2002 2004 2005

#### 20 years of successful growth

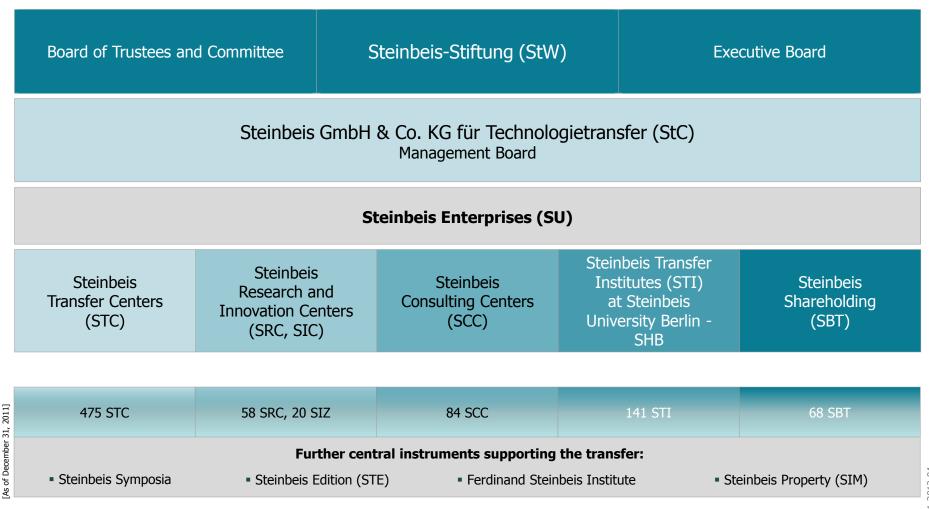
Prof. Dr. Dr. h.c. mult. Johann Löhn hands over the Chair of the Board of Directors. Prof. Dr. Heinz Trasch, Prof. Dr. Sylvia Rohr and Prof. Dr. Michael Auer build the new Board of Directors.

Steinbeis achieves for the first time a total turnover of more than 100 mio. euro

2011, 40 years have passed since the Steinbeis-Stiftung has been re-founded in 1971. Steinbeis Enterprises in the Steinbeis network number more than 850 all over the world.

# Steinbeis organization & structure



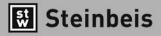












# Consulting

Extensive consultancy service within projects and companies along the economic value chain

- New technologies
- Process, methods and systems
- Financing and shareholding
- Regional business development
- Corporate coaching
- Management
- Marketing & Sales
- Products
- Steinbeis Certified Consultant

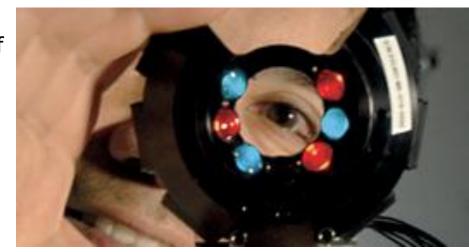




## **Research and development**

Relevant, trendsetting know-how and long-lasting experience in all branches of technology. Special competence in economically important fields of technology and growth.

- Information and communication technology
- Life sciences
- Miniaturization
- Optoelectronics
- Process engineering
- New materials
- Environmental and power engineering
- Industrial sensors





## **Evaluation and expert reports**

Our evaluation and expert reports for companies, credit institutes and organizations help you to make important decisions and acquire strategies to ensure future success.

- Technologies
- Technical and economic solvency
- Business evaluation
- Management
- Shareholdings





# **Training and employee development**

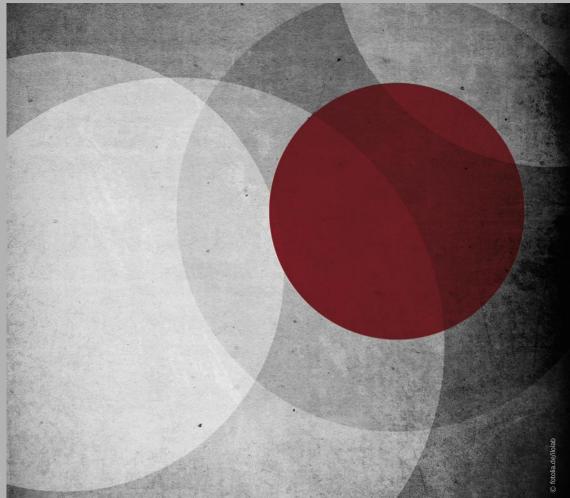
Trendsetting offers for qualification by interdisciplinary cooperations in all fields of study.

- courses of studies and training courses as well as doctorates leading to officially acknowledged degrees at the Steinbeis University Berlin
- successful instruments for executive and technical qualification in seminars, workshops or individual inhouse training





# Knowledge.Transfer.Application.

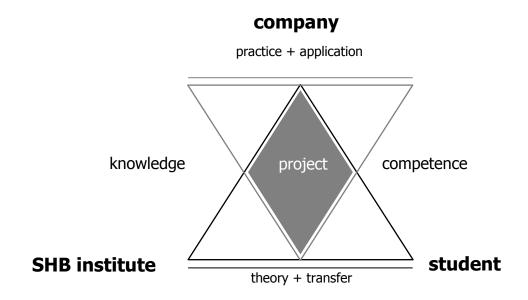


## SHB PKS



**Project in the company** 

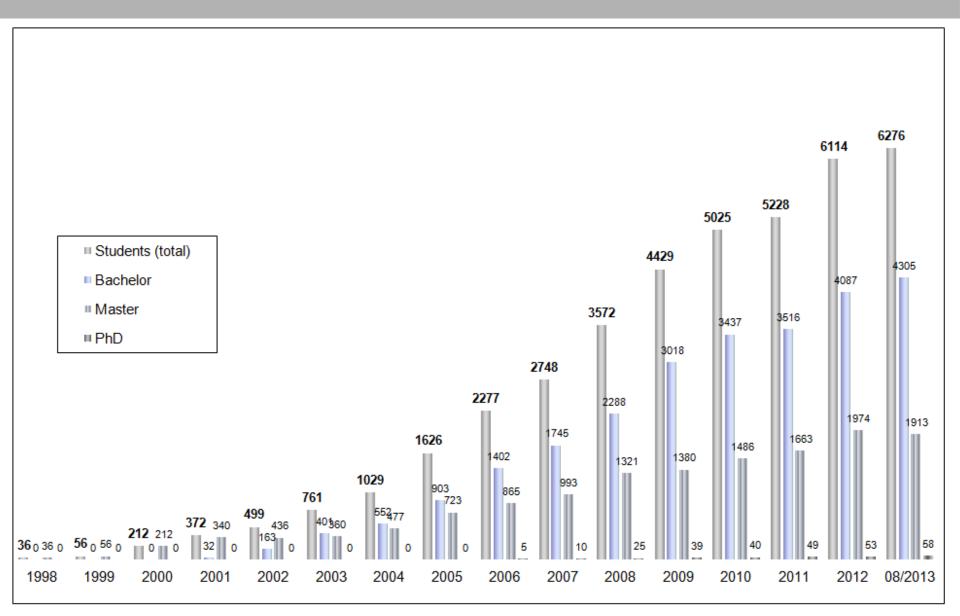
Scientific based solution through transfer of knowledge into the practical application



**Study**: 50% of the time dedicated to the project in the company

# **SHB Development Student Numbers**





## **SHB Contact**





Steinbeis House Berlin Location of the Steinbeis University

### **Steinbeis University Berlin (SHB)**

Steinbeis House

Gürtelstraße 29A/30 10247 Berlin

Germany

Phone ++49 30 29 33 09 - 0

Fax ++49 30 29 33 09 - 20

E-Mail shb@stw.de

Web www.steinbeis-hochschule.de

# **Steinbeis-Europa-Zentrum Services**







## **Further contacts:**

# Steinbeis-Europa-Zentrum Dr. Jonathan Loeffler www.steinbeis-europa.de



Haus der Wirtschaft Willi-Bleicher-Str. 19 D-70174 Stuttgart

Tel.: +49-711-1839-816

Fax: +49-711-1839-700

Haus der Wirtschaft Erbprinzenstr. 4-12 D-76113 Karlsruhe

Tel.: +49-721-935 190

Fax: +49-721-395 1920

