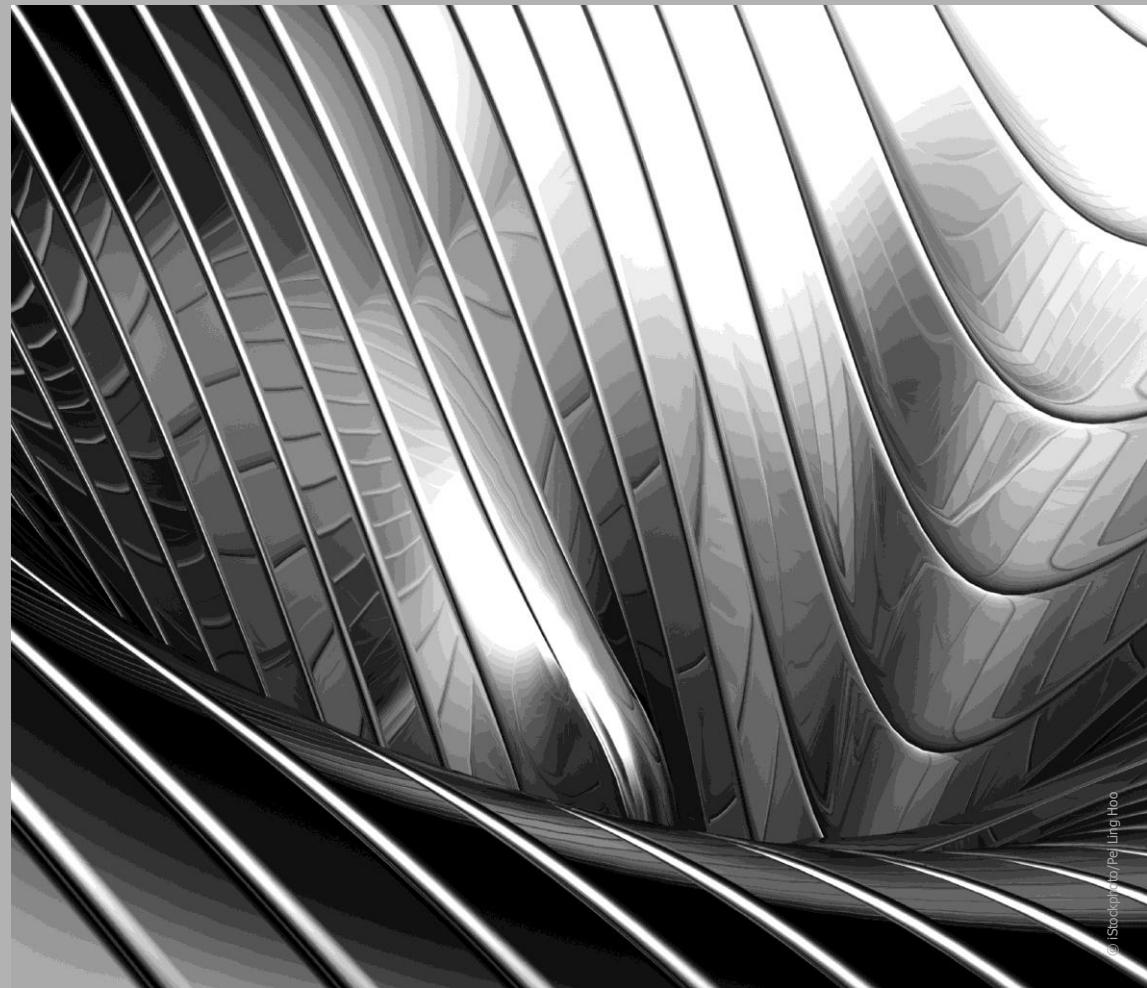


# Technology.Transfer.Application.

The Steinbeis Model in the German  
State of Baden Wuerttemberg

Baltic Dynamics 2013

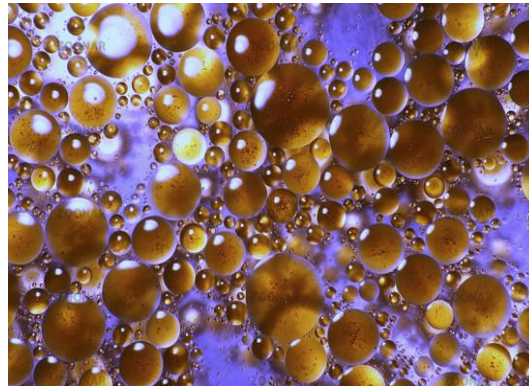
Dr. Jonathan Loeffler  
Riga, September 11-13, 2013



# How to mix water and oil ?

**Scientists are not salesmen !**

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



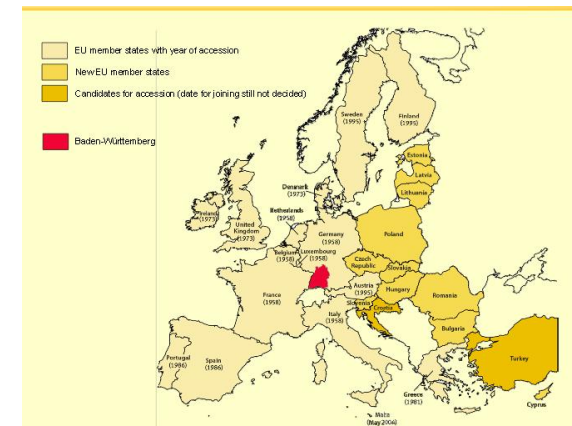
# Headquarters Location



„Haus der Wirtschaft“ in Stuttgart –  
Headquarters location of the Steinbeis  
Foundation and the Steinbeis Network

## 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, Helmholtz, Steinbeis
- 70 universities
- “Mittelstand” is the backbone of the economy – Trumpf, Stiehl, Voigth...



**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

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

## **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

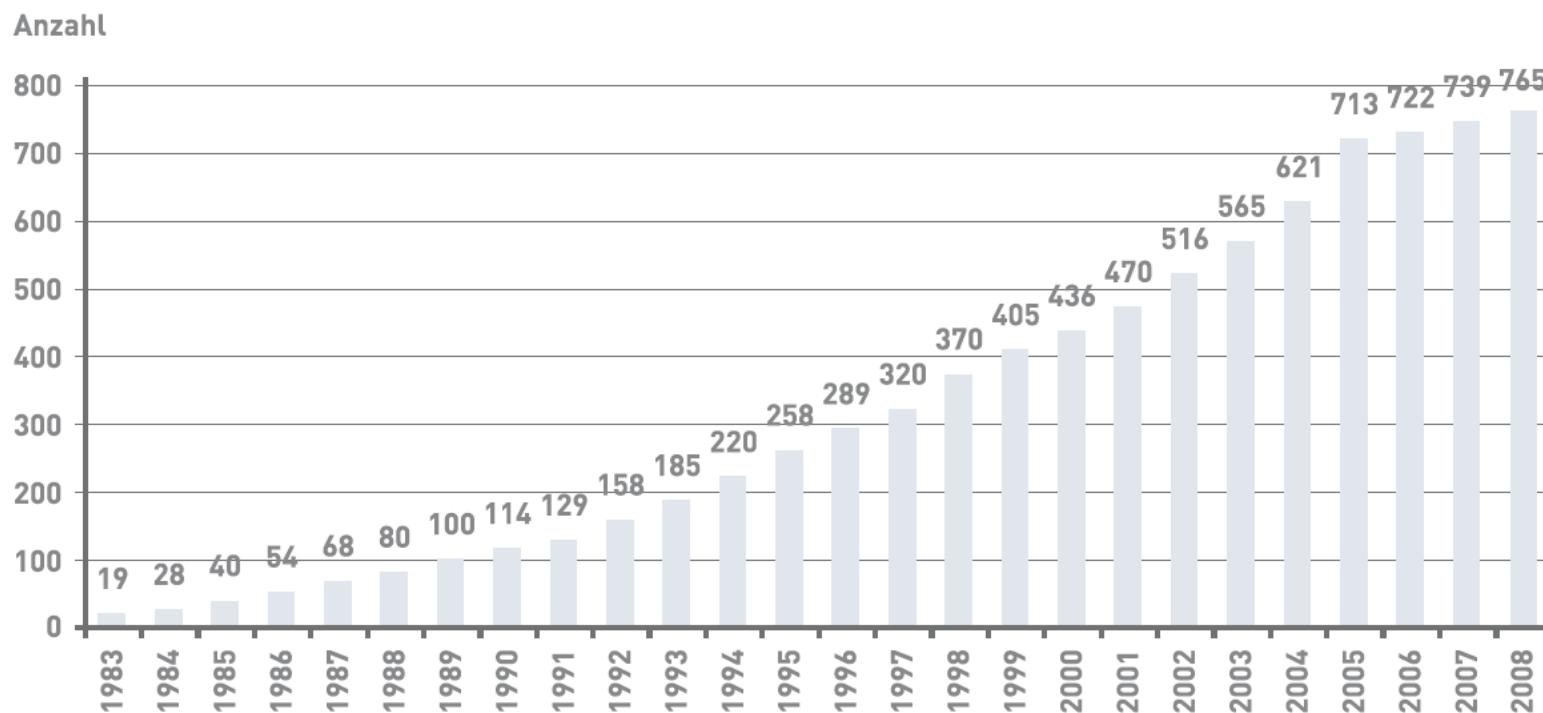
- Utilizing research results
- Making expertise available
- Offering holistic solutions
- Expanding the transfer network

- Operating through decentralization
- Safeguarding strict confidence

- Small enterprises as well as conglomerates as partner
- State as customer

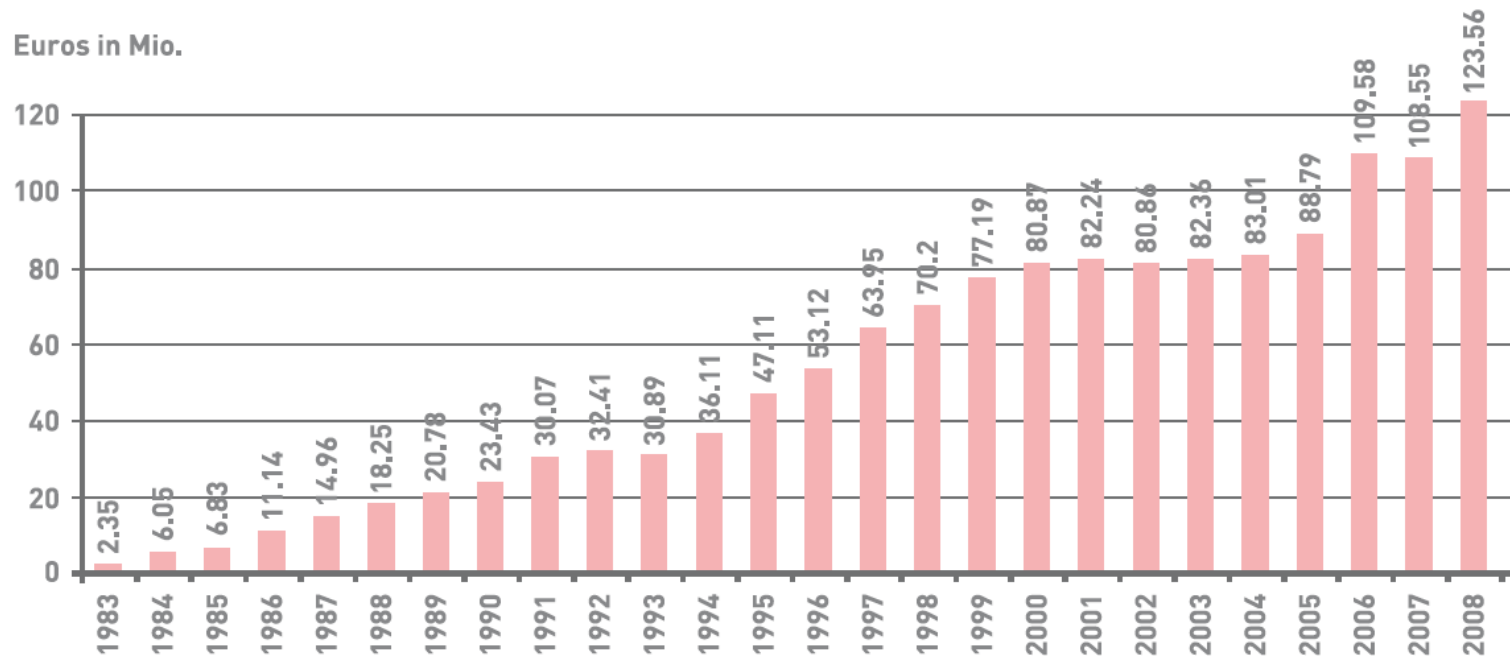


# Growth of Steinbeis in Numbers

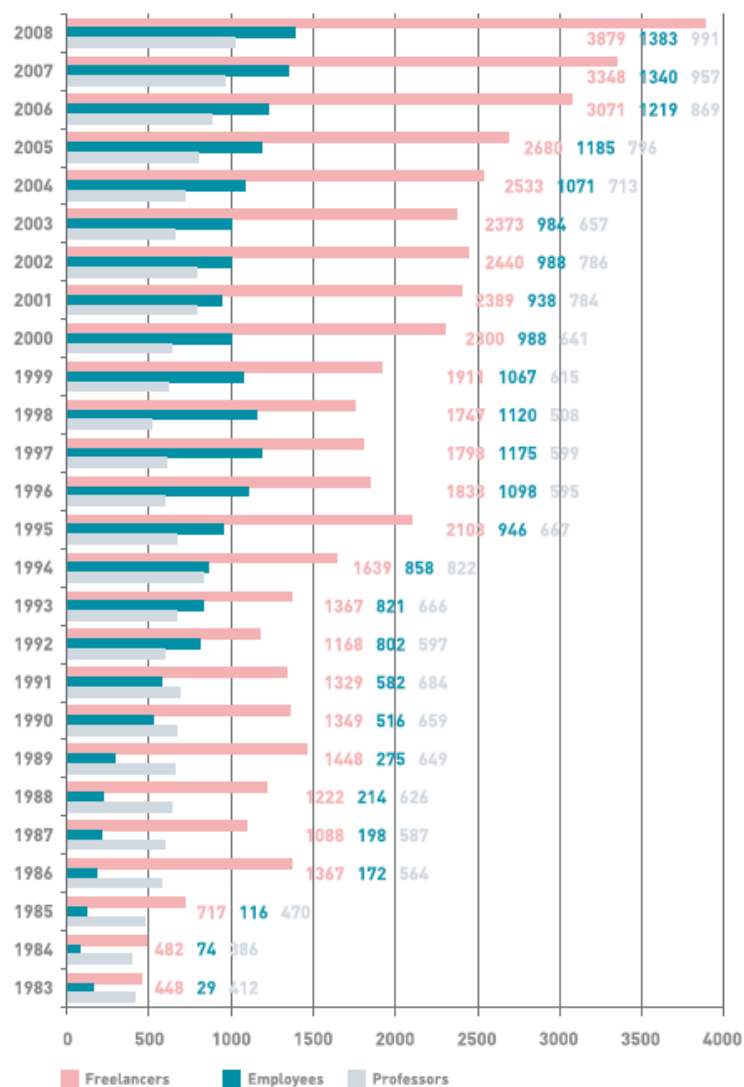


*Steinbeis Enterprise growth in numbers 1983-2008 (as of December 31 2008)*

# Steinbeis Growth in Revenue



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

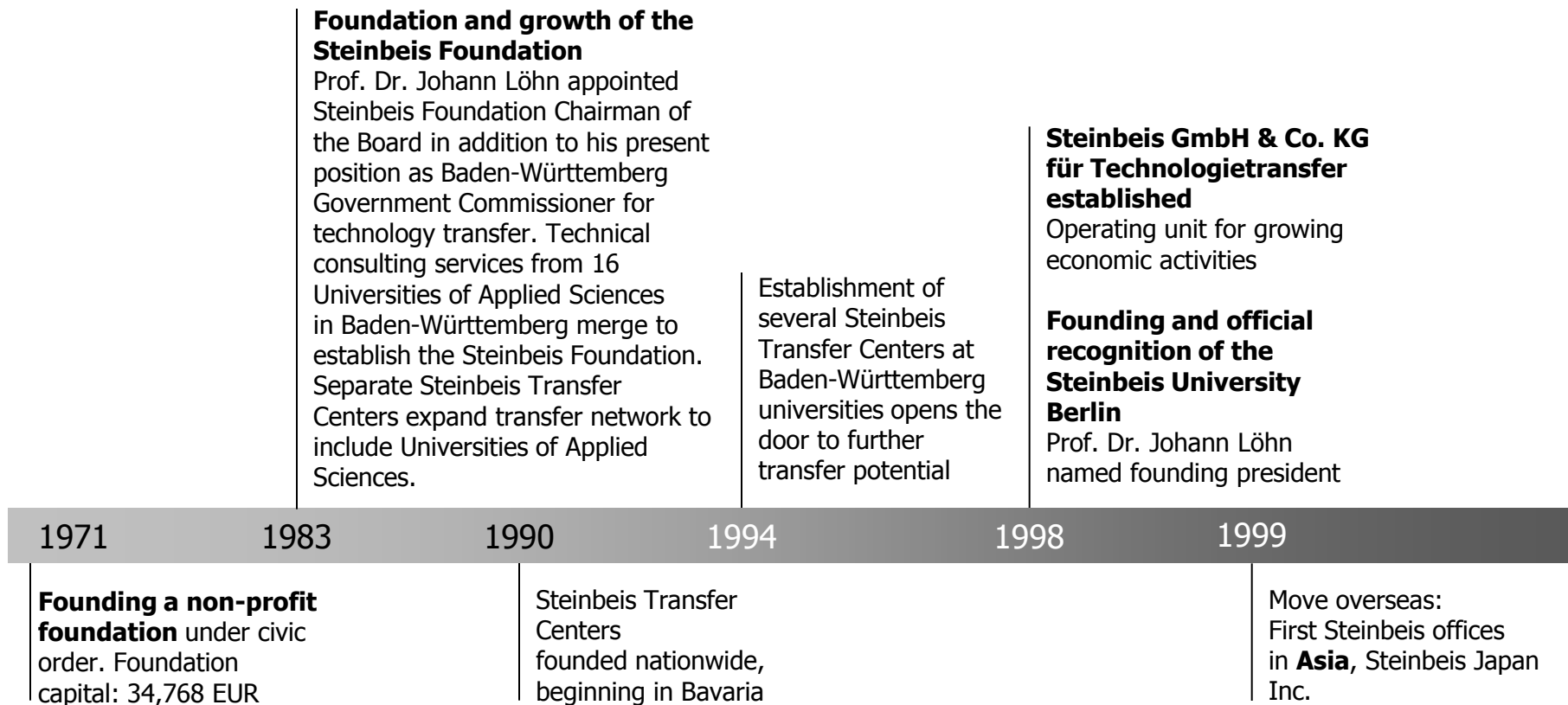


Growth in revenue 1983–2008 (as of December 31 2008; without miscellaneous revenue)

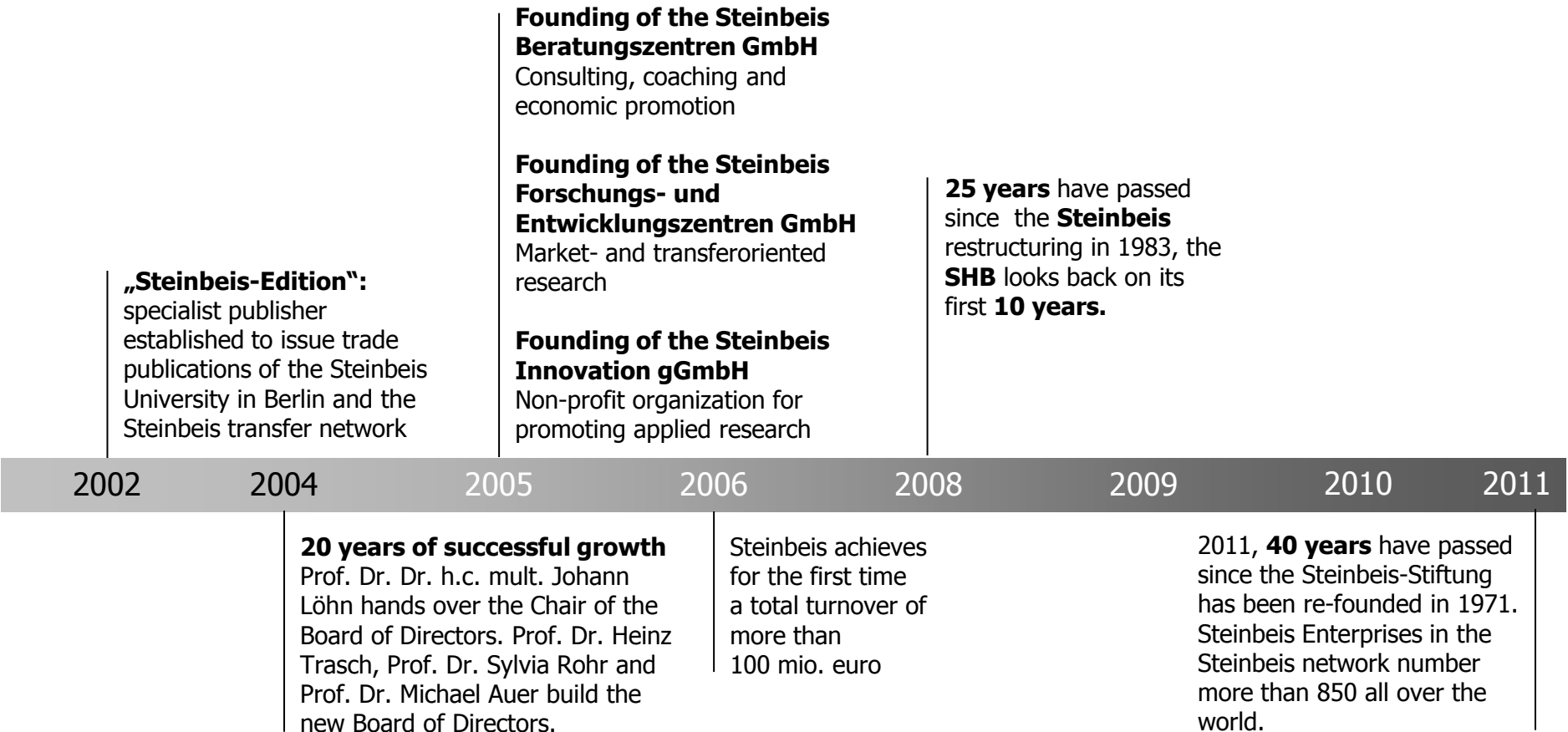


Ferdinand von  
Steinbeis  
(1807 - 1893)

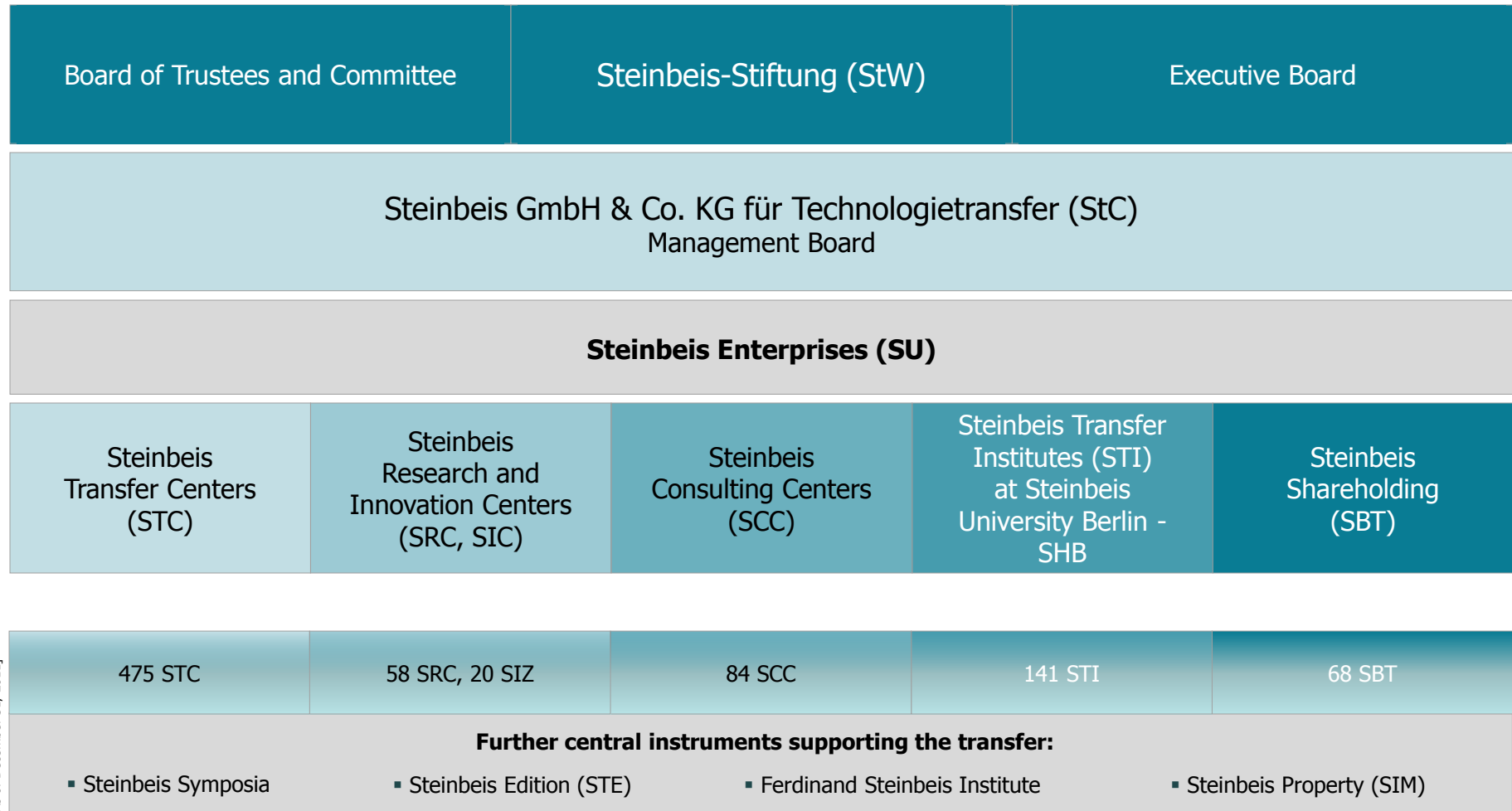
- Technical advisor, director and chairman of the Headquarters for Trade and Commerce (1848-1880) Kingdom of Württemberg (Stuttgart)
- Promoter of technology transfer
- Founder of vocational schools, weaving and women's schools
- Promoter of the industrialization in Württemberg
- Father of dual training: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



# Development of the Steinbeis Foundation II Steinbeis



# Steinbeis organization & structure





## Consulting

At every stage of the  
value chain



## Research and development

Fostering successful  
transfer



## Evaluation and expert reports

Forming the basis for  
decision making



## Training and employee development

As a key competitive  
factor



## 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.

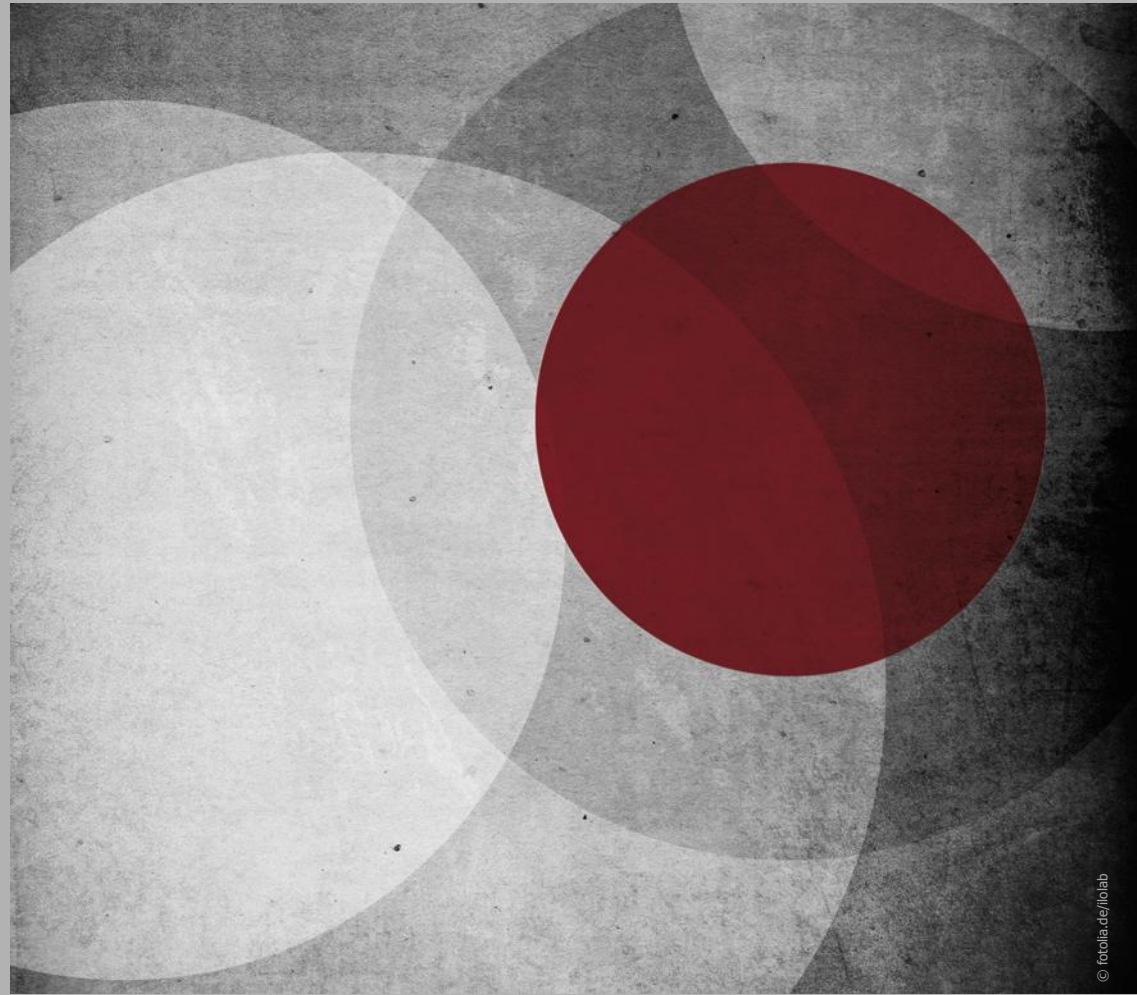
- courses of studies and training courses as well as doctorates leading to officially acknowledged degrees at the Steinbeis University Berlin
- successful instruments for executive and technical qualification in seminars, workshops or individual inhouse training





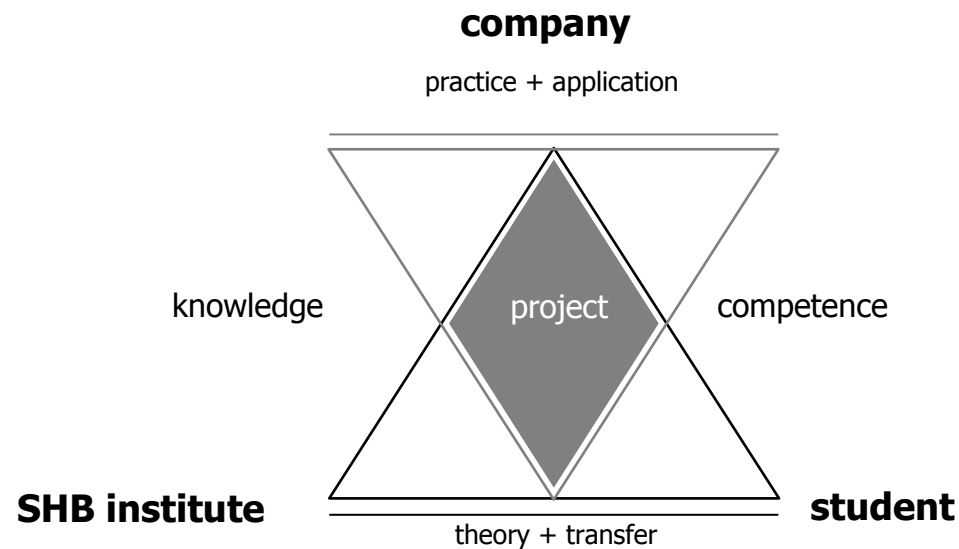
**Steinbeis University  
Berlin SHB**

Knowledge.Transfer.Application.



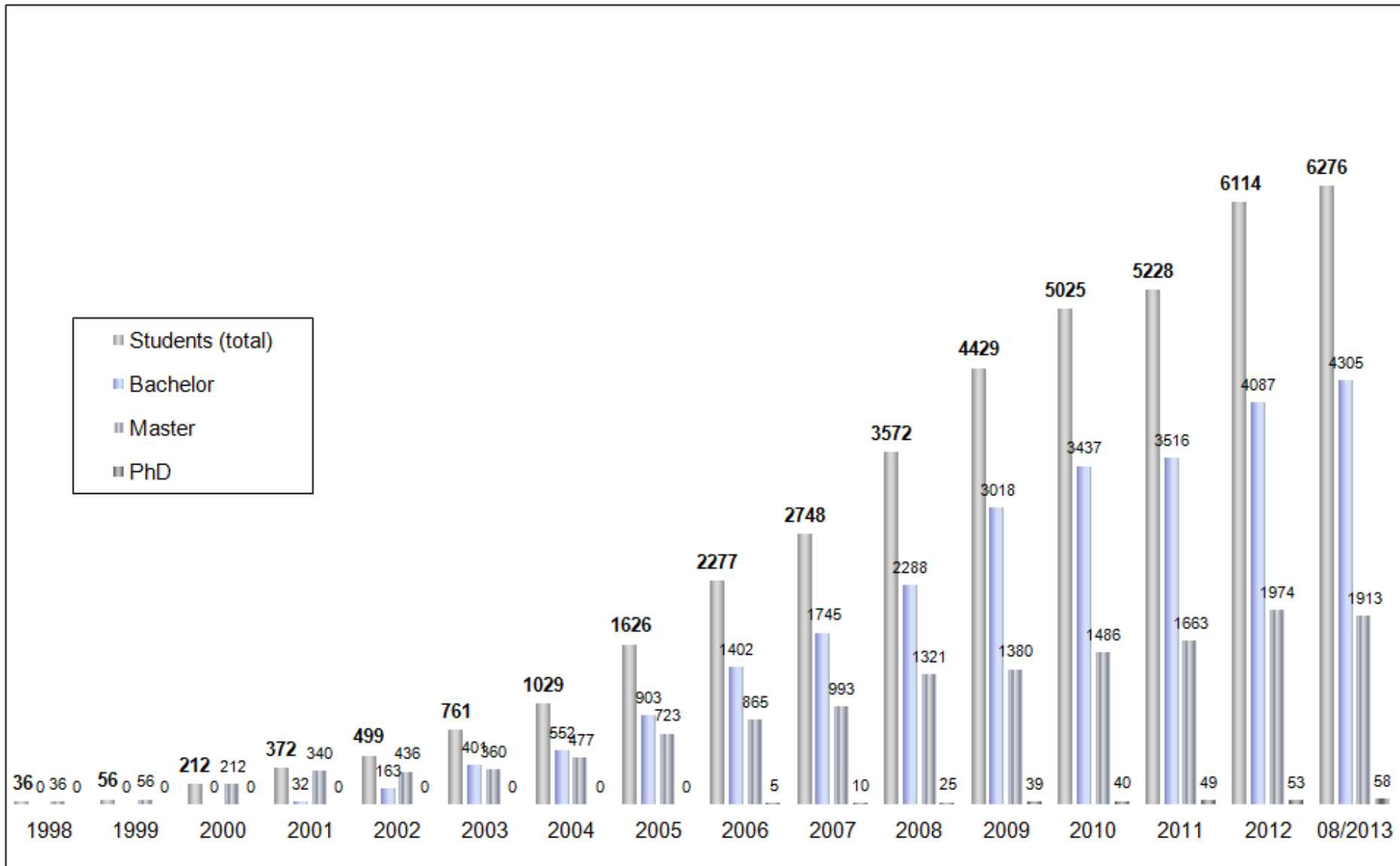
## Project in the company

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





Steinbeis House Berlin  
Location of the Steinbeis University

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E-Mail [shb@stw.de](mailto:shb@stw.de)

Web [www.steinbeis-hochschule.de](http://www.steinbeis-hochschule.de)





## Further contacts:

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**Dr. Jonathan Loeffler**  
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