

**Interreg
Europe**



European Union | European Regional Development Fund

Making Innovation Visible: The Role of Spaces for Innovation

Digital Start up centre Einstein 1

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Online Discussion

4 February 2022 | Online





1. Digital Regions

The Project

- Digital Regions (8 partners)
- Dissemination of 18 Good Practices in technology transfer, hands-on demonstration, networking and national policies
- Main objective: influence on policy changes (*European Regional Development Fonds*)

Learnings

- Different regions face similar challenges (survey)
- Got to know «experienced» projects through networks and contacts
- New network in Europe
- Intensification of local network



2. The Digital Start Up Lab Einstein 1



Knowledge hub

- How do we, Bavaria, become a start up state?
- Political Idea: *Werk 1* in Munich was the prototype
- Start up incubator close to the Campus of Hof University and close to the Institute of Information Systems
- Why: to get in touch with young students of the entrepreneur faculty and the IT-institute close by



2. The Digital Start Up Lab Einstein 1



- 4 Shareholders in Hof: University, 2 County Districts of Hof and Wunsiedel and City of Hof
- Since the beginning companies were highly involved (16) by giving support funds
- Ensures & enforces that the Upper Franconia region and the city of Hof is an attractive location for starting & establishing a business
- 4/2017-12/20: **744** Consultative Sessions, **208** Initiatives, **169** Events



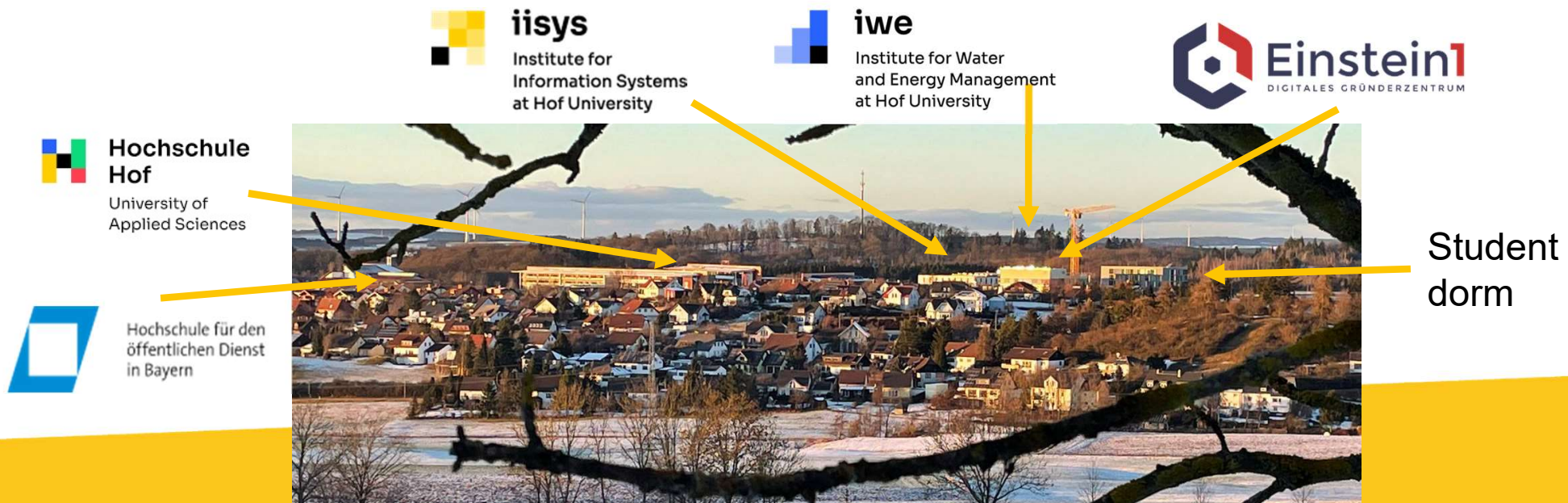
Zeigten sich gut gelaunt beim symbolischen Spatenstich mit einem Riesenwerkzeug: Hermann Hohenberger, Geschäftsführer des digitalen Gründerzentrums Hof, Professor Michael Seidel, wissenschaftlicher Leiter des Gründerzentrums, Hochschul-Präsident Professor Jürgen Lehmann, Landrat Dr. Karl Döhler (Wunsiedel), Wirtschafts-Staatssekretär Franz Josef Pschierer, Hofs OB Dr. Harald Fichtner, Landrat Dr. Oliver Bär (Hof), Regierungspräsidentin Heidrun Piwernetz und Landtagsabgeordneter Alexander König (von links).
Foto: Matthias Will

Groundbreaking Ceremony Feb 2018

2.2 First Steps



- Set up independently as a GmbH (limited liability company)
- No building at the beginning: First steps in the building of Hof University and the IT Institute
- Fixed format: *Digital Thursday* every week with a lot of partners and guests from Hof and farer away
- Ecosystem of short ways



2.4 Daily Business

- Launch of **4** start-ups by students and research assistants (BTX, Businettes, Minkz, ahearo)
- Events as networking opportunities: Product launches, award ceremonies, talks for SMEs and students, broader civil society
- New Director since 8/2021



3. Recommendations

1. Get Partners highly involved
2. Solid funding through sponsors and companies
3. Settling at the campus of a university: young people & young entrepreneurs
4. Strong Social Media presence
5. The building has to have something special (café box, rowing machine, illumination, sth cool = the most beautiful roof terrace of Hof ☺)



4. Contact



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