

INDIVIDUAL MATCH-MAKING VISITS

GERMANY
D.T3.3.1

Version 1
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PROJECT RELEVANCE

This company visit based on the concept for company visits (D.T3.1.5).

PURPOSE

The individual Match-Making Visits were conducted in cooperation with Sandbox, an accelerator programme for start-ups from the creative industries. The highlight and conclusion of each cohort is the Sandbox Demoday, where the start-up teams present their projects to the public and experts. The Sandbox focuses on start-ups from the fields of design and software.

In the last cohort, which culminated in the Demoday on 4 February 2022, the Sandbox cooperated with the Stuttgart team of COCO4CCI to analyse and evaluate the cross-sectoral cooperation potential of the teams and to sensitise and inspire representatives of industry and industry-related initiatives to cooperate with the creative industries.

The relevant representatives of industry and industry-related initiatives were invited to evaluate the teams' pitches and also to get to know them online but personally and individually during pre- and post-demoday networking sessions. In the run-up, a Zoom meeting or individual telephone calls were held with the industry representatives to discuss with them how they envision a cooperation with the cultural and creative industries and what impulses they hope to gain from it.

We received very positive feedback from all participating industry representatives and they would like to continue to accompany the Sandbox, which encourages us to apply this procedure to other cohorts and to expand it with other industry representatives.

SUMMARY OF VISITS

Company	Location	Date(s)
Eller Food Packaging Arena2036 (cooperating with the following partners: https://arena2036.de/de/partner) Fohhn	Zoom-Meeting	24.01.2022
Aqua Römer	E-mail/ Phone	02.02.2022

PARTICIPANTS

Company	Participants*	Participant Structure
Eller Food Packaging	1	Founder & CEO
Arena2036	3	Research, Communication & Community Management



Fohhn	1	Founder & CEO
Aqua Römer	1	CEO

*participants from company side

OUTCOMES

// Eller Food Packaging: As an alumnus of the HdM, the founder and managing director of Eller Packaging has a great interest in founders and companies from the creative industries, especially when it comes to the topics of sustainability and social commitment. Although he is also interested in cooperating in the field of sustainable packaging, he can also get excited about completely unrelated ideas that at first glance have nothing to do with his field, because he hopes to gain fresh impetus from them. He remains with the Sandbox as a mentor, juror and potential cooperation partner. In this context, contact was made with the start-up Proservation, which wants to produce a plant-based alternative to Styrofoam.

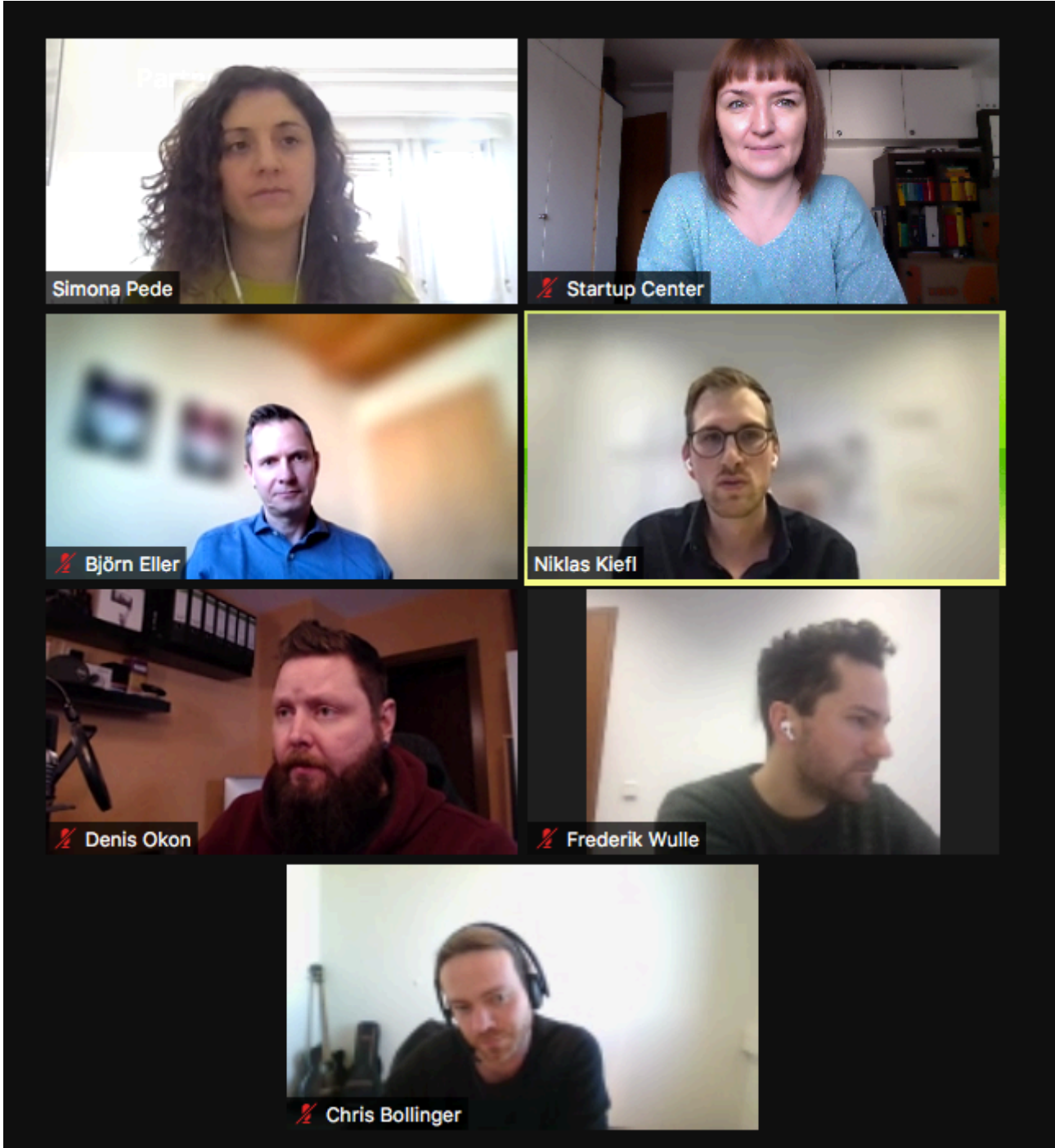
// Arena2036: Via the COCO4CCI project, the HdM was able to noticeably intensify its cooperation with Arena2036, which has an impressive partner network in the industry (<https://arena2036.de/de/partner>). On the one hand, the network is open to founders and companies in the creative industries, and on the other hand, the Design Factory has been opened up to students and creative professionals with HdM backgrounds. Interdisciplinary teams solve challenges from the industry. Since the contact with COCO4CCI, at least one representative of the CCI is represented in each team.

// Fohhn: The founder and managing director of Fohhn has a fundamentally great interest in founders and companies from the creative industries, especially when it comes to the topics of audiovisual media and software. He is particularly interested in inputs and cooperations in these areas. He will remain with the Sandbox as a mentor, juror and potential cooperation partner. In this context, a contact is currently being established with the start-up Cosonify, which wants to provide a platform for musicians to communicate effectively and jointly develop a creative idea for joint songs and albums.

// Aqua Römer: The managing director of Aqua Römer has transformed the old-established company into a mineral water provider that is also more dedicated to the topics of sustainability and cultural aid. In order to carry out this transformation with continued vigour and greater awareness, they are looking for creative people who can support in matters of marketing, branding and social entrepreneurship. Contacts will be made according to individual needs, and a competition for ideas is also being considered. The CEO of Aqua Römer remains with the Sandbox as a mentor, juror and potential cooperation partner.



ANNEX 1: Proof of visit





Sandbox Demo Day - 8. Kohorte Startup Center



Zeit übrig

2h:40m



Rezeption



Bühne



Sitzungen



Netzwerken



Ausstellung



Sandbox Demo Day - 8. Kohorte

Veranstaltet von Startup Center

Zeit übrig

2h:40m

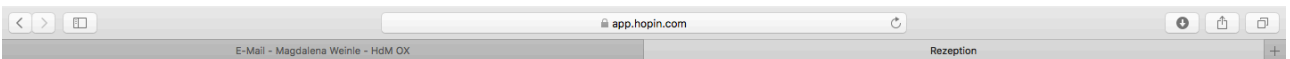
Was passiert gerade

Lerne Teilnehmer in 1:1 Treffen kennen

[Gehe zum Netzwerken](#)

Stände der Startups besuchen

[Ausstellung besuchen](#)



Sandbox Demo Day - 8. Kohorte Startup Center



Zeit übrig

2h:38m



Rezeption



Bühne



Sitzungen



Netzwerken



Ausstellung

- **Echte Erfolgsgestorys** ... Vom Startup zum Grownup - wir teilen Einblicke und Best Practices unserer Sandbox-Alumni.
- **Netzwerk-Power** ... Dank toller Partner und spannender Teilnehmer*innen steht nachhaltigem Networking nichts mehr im Wege!

Um 16:30 Uhr geht es an der Bühne los. Nutzt die Zeit bis dahin gerne, um unsere [Start-Up Messe](#) zu besuchen.

Präsentiert von

