

# DT3.5.2 SPECILIZATION MATCHMAKING

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Baden-Württemberg

Version 1  
08 2021

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# DT 3.5.2 SPECIALIZATION MATCHMAKING - “INDUSTRY MEETS STARTUPS”

**Date:** 13<sup>th</sup> July 2021

**Location:** online - on the 2gther platform

## Project relevance:

This event was organized as part of the Specialization Matchmaking foreseen in Deliverable DT3.5.2

## Participants:

// Number of participants: 20

// Participant structure:

\_7\_ AVM

\_8\_ CCI

## Event

### DESCRIPTION

The “Industry meets Startups” event was designed to bring together some of the participants of previous COCO4CCI activities in Germany as well as further companies and startups to get to know each other and discuss cooperation opportunities. In particular, aim of the event was to enable an exchange among well established production companies and startups that might offer digital solutions and products for them.

Our business world is changing - digitisation, increasingly fast product cycles, co-creation with customers are just a few keywords that describe this change. For many companies, it is challenging to further improve and sell their core product on the one hand and to develop new (digital) products and services at the same time. The difficulty is mostly due to the fact that different corporate cultures are needed to master this in parallel. Therefore, many companies choose the path of cooperation with start-ups in order to outsource part of the product development and to act faster there with agile methods than is possible internally.

During the “Industry meets Startups” event on the 13<sup>th</sup> July 2021, startups from the bwcon and HdM's network and industry representatives exchanged ideas on the topic of cross-cooperation.

Following questions were tackled in the opening discussions:

- What are the experiences of an established company working together with a startup?



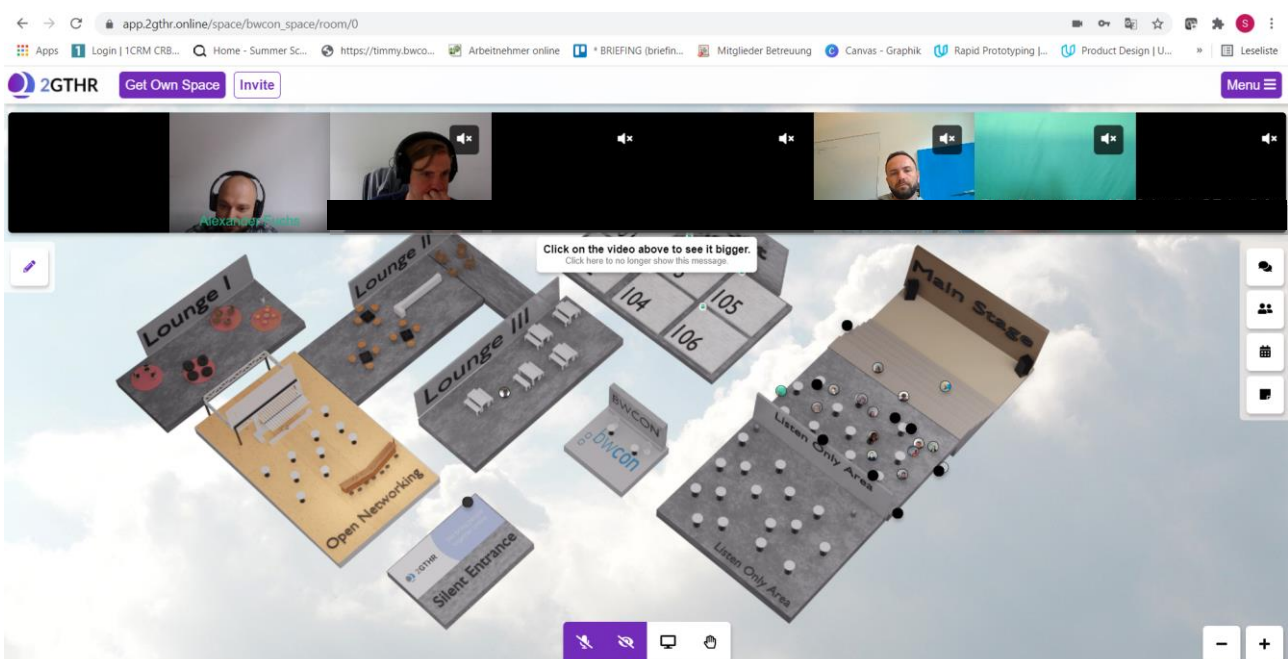
- What does it feel like as a start-up to cooperate with a large company and how do you succeed in acting at eye level?

The introductory discussion was then followed by eight pitches of startups:

1. scitis.io
2. TruPhysics
3. Pragmatic Industries
4. AR-Experts
5. Lariz
6. Wattro GmbH
7. beambumble
8. Rückmal
9. Saysom

The event was hosted on the 2Gther platform which enables a networking exchange among participants in different break-out rooms designed on a map. Following the presentations on the main stage, participants were able to continue one-to-one discussion in break-out rooms.

### PHOTOS





2GTHR Get Own Space Invite Menu

AR EXPERTS

# Kooperation UNTERNEHMEN + STARTUP

Die Perspektive eines StartUps

AR EXPERTS

Die Perspektive eines StartUps

2GTHR Get Own Space Invite Menu

2GTHR Get Own Space Invite Menu

## Solution

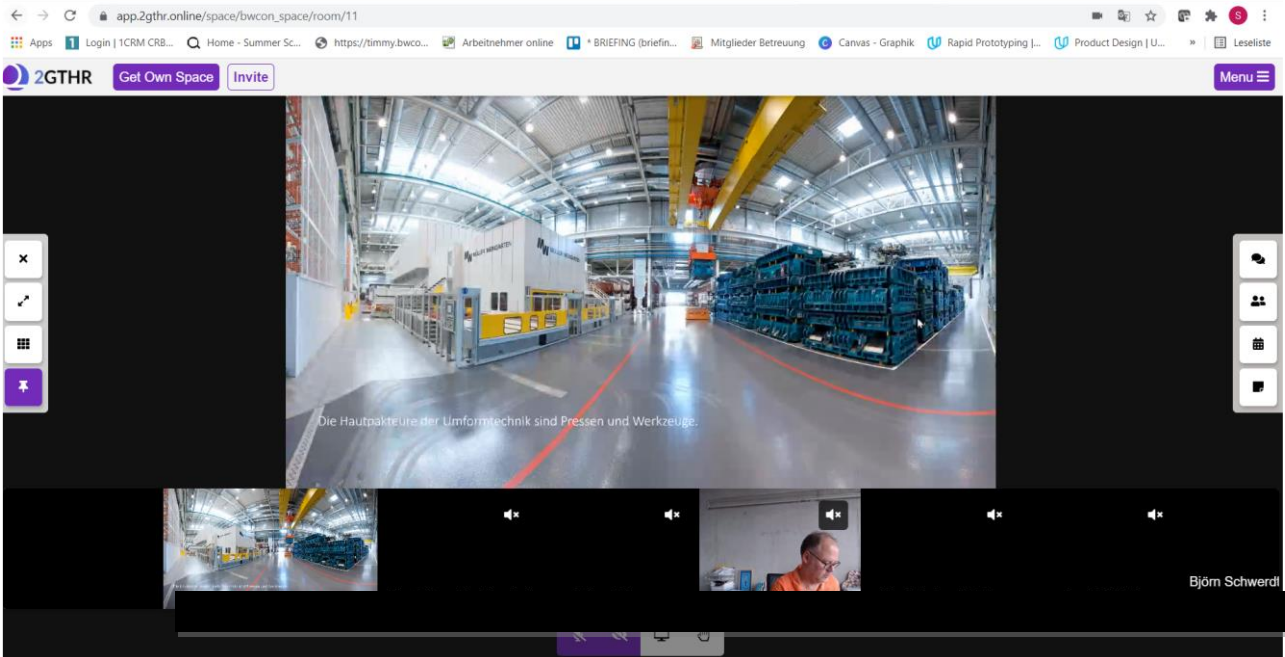
Complex individual automatization task

- ✓ Affordable
- ✓ Fast
- ✓ Agile
- ✓ Easy to implement

tru:physics

tru:physics

2GTHR Get Own Space Invite Menu



**Promotion of the event on bwcon' newsletter and social media**

The event was promoted on the COCO4CCI (cocobw.de) website as well as on the partners website (<https://events.bwcon.de/events/industry-meets-start-up/>)

**Industry meets startup Netzwerk-Event zum Thema remote Work mit 8 Startup Pitches!**

13.07.2021 | 15:00 - 16:30 Uhr | online

Die Special Interest Group Advanced Manufacturing aus dem bwcon Netzwerk lädt zum **Netzwerken und Scouting** ein:



**8 spannende Pitches von Startups** stehen an sowie die Vorstellung einer neuen Plattform: 2GTHR. Hier wird die bwcon in Zukunft auch dauerhaft als **digitaler Treffpunkt für die Community** zugänglich sein!

Sie sind interessiert an einer Mitarbeit in der SIG Advanced Manufacturing oder möchten sich die Pitches ansehen? Dann melden Sie sich hier noch **kostenfrei** zur Veranstaltung an!


**Jetzt kostenfrei anmelden**






 **bwcon**  
1,456 followers  
1mo • 

Unter dem Motto „Miteinander kooperieren und voneinander profitieren!“ findet das Sommer-Event des **#bwcon** Netzwerks und der **Allianz Industrie 4.0 Baden-Württemberg** statt.

Kooperationen zwischen etablierten Unternehmen & Startups:  
 Wir reden über die Benefits, Herausforderungen und konkrete Ergebnisse mit **WIELAND WERKE AG** und dem Start-up **AR-Experts GmbH**.

Im Anschluss stellen die Start-ups **scitis.io GmbH**, **pragmatic industries GmbH** und **TruPhysics** Usecases aus dem Bereich **#remotework** vor.

Jetzt kostenfrei anmelden  [https://lnkd.in/esp\\_maY](https://lnkd.in/esp_maY)

Bei Fragen wenden Sie sich an **Alexander Fuchs** ([aFuchs@bwcon.de](mailto:aFuchs@bwcon.de))

[See translation](#)



**INDUSTRY MEETS START-UP**  
Das Netzwerk-Event zum Thema  
remote Work mit 8 Start-up Pitches!

13.07.2021      Online-Event  
15:00 - 16:30 Uhr      Kostenfrei

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## ANNEX 1: Agenda

15:00 Uhr	Begrüßung durch bwcon und die Allianz Industrie 4.0	
15:10 Uhr	Diskussionsrunde: Wie gelingt eine erfolgreiche Kooperation zwischen Start-ups und Industrie-Unternehmen und woran kann sie scheitern?	Björn Schwerdtfeger – AR-Experts   Jürgen Jähnert – bwcon
15: 30 Uhr	1. Start-up Pitch: Datenverarbeitung in der Produktion	Ralf Kölle – CEO scitis.io
15: 35 Uhr	2. Start-up Pitch: Fernsteuerung von Robotern	Albert Groz – CEO TruPhysics
15: 40 Uhr	3. Start-up Pitch: Pragmatic Industries	Julian Feinauer – CEO Pragmatic Industries
15: 45 Uhr	4. Start-up Pitch: Pick-by-Vision App	Björ Schwerdtfeger – AR-Experts
15: 50 Uhr	5. Start-up Pitch: iLariz	Christian Held – Lariz
15: 55Uhr	6. Start-up Pitch: Asset-Tracking mit automatisierter Datenerfassung	Pius Warken – Founder Wattro GmbH
16:00Uhr	7. Start-up Pitch: beambumble	Slawa Rieger
16:05 Uhr	8. Start-up Pitch: Rückmal	Carina Kreidler
16:10 Uhr	9. Start-up Pitch: SaySom	Cornelius Carl
bis 16:30 Uhr	Breakoutsession zum Austausch mit teilnehmenden Start-ups	Alle



## **ANNEX 2: List of participants**