

SMILE Approach

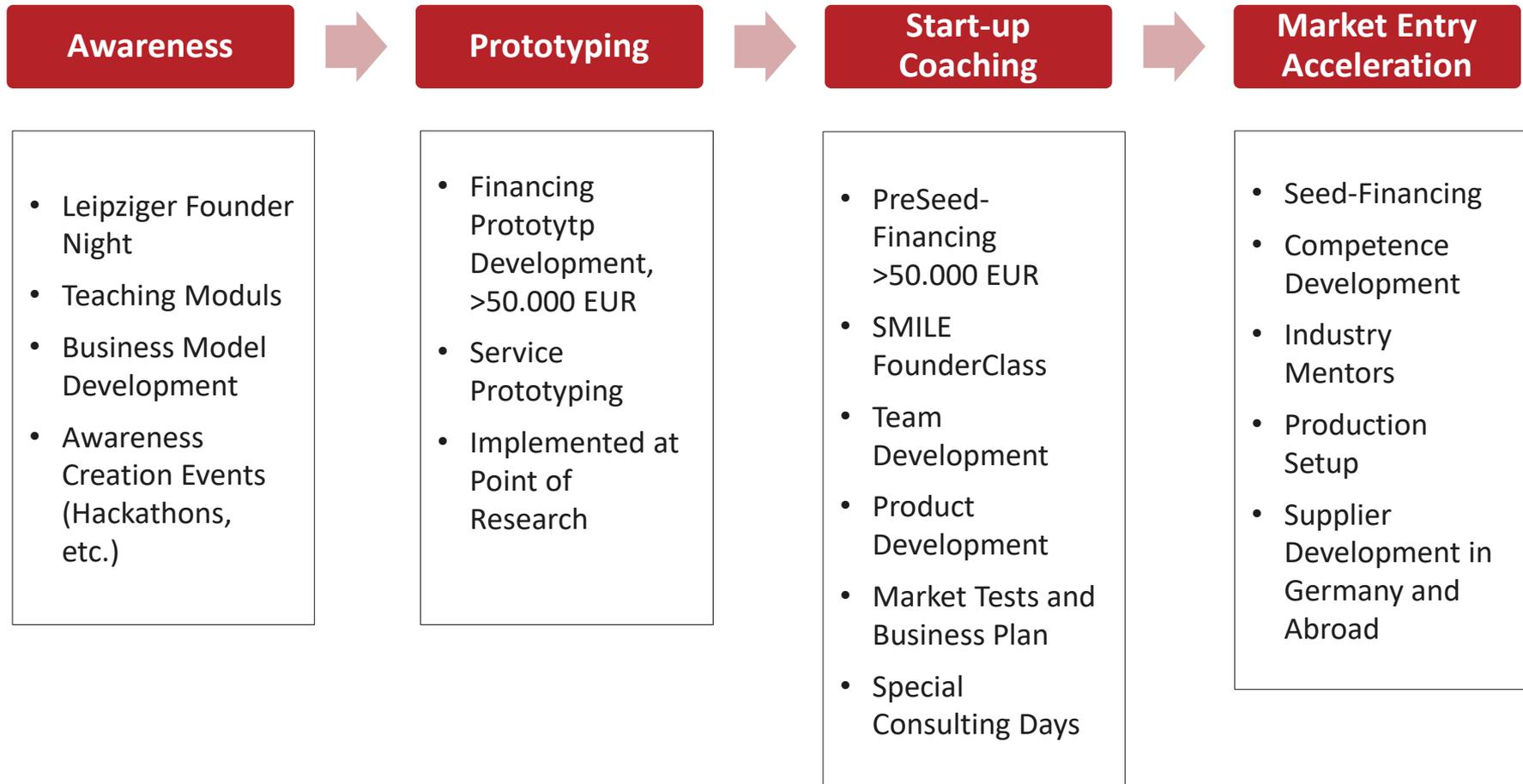
Fostering Entrepreneurship at Leipzig University

Prof. Dr. Utz Dornberger

Symposium 21.09.2022

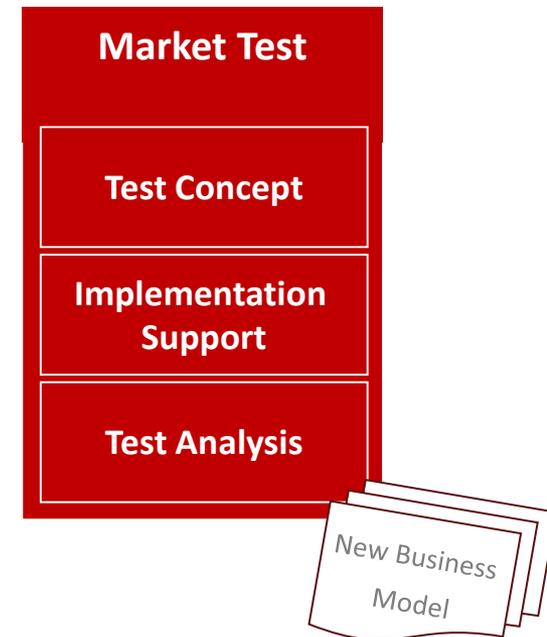
Critical Factors in Academic Spin-off Creation

- **Developing a proof of concept**, that demonstrates that the invented method or new technology is probably useful in a particular application - for example a new product.
- **Developing a successful business model** for the spin-off; a business model depicts the rationale of how the spin-off will create, deliver and capture value.
- **Forming a start-up team** that is possessing all necessary competences, especially market knowledge and experiences.
- **Attracting start-up funding** to finance the development of prototypes and new products; this may involve acquiring financial resources from venture capital firms, angel investors, banks, or others.
- **Acquiring the first customer**. The first customer, also called an early adopter, can provide candid feedback to help the spin-off refine future product releases and also provide access to a distribution channel or other forms of support.

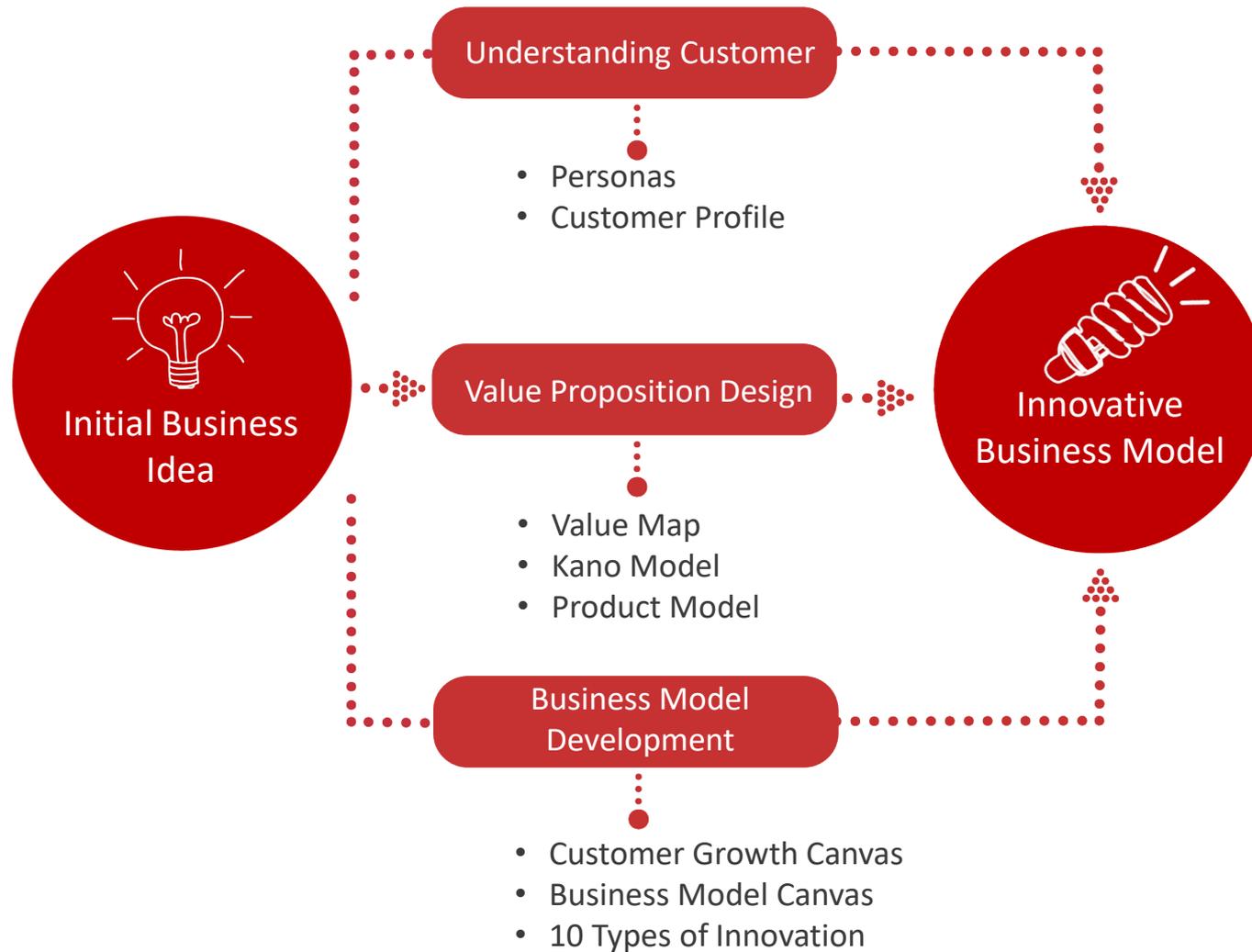


Market Tests

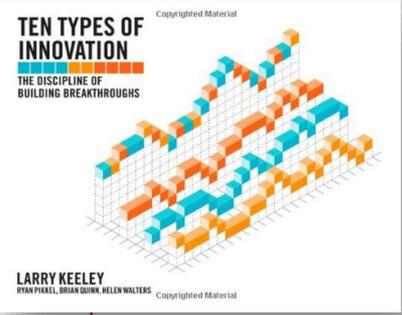
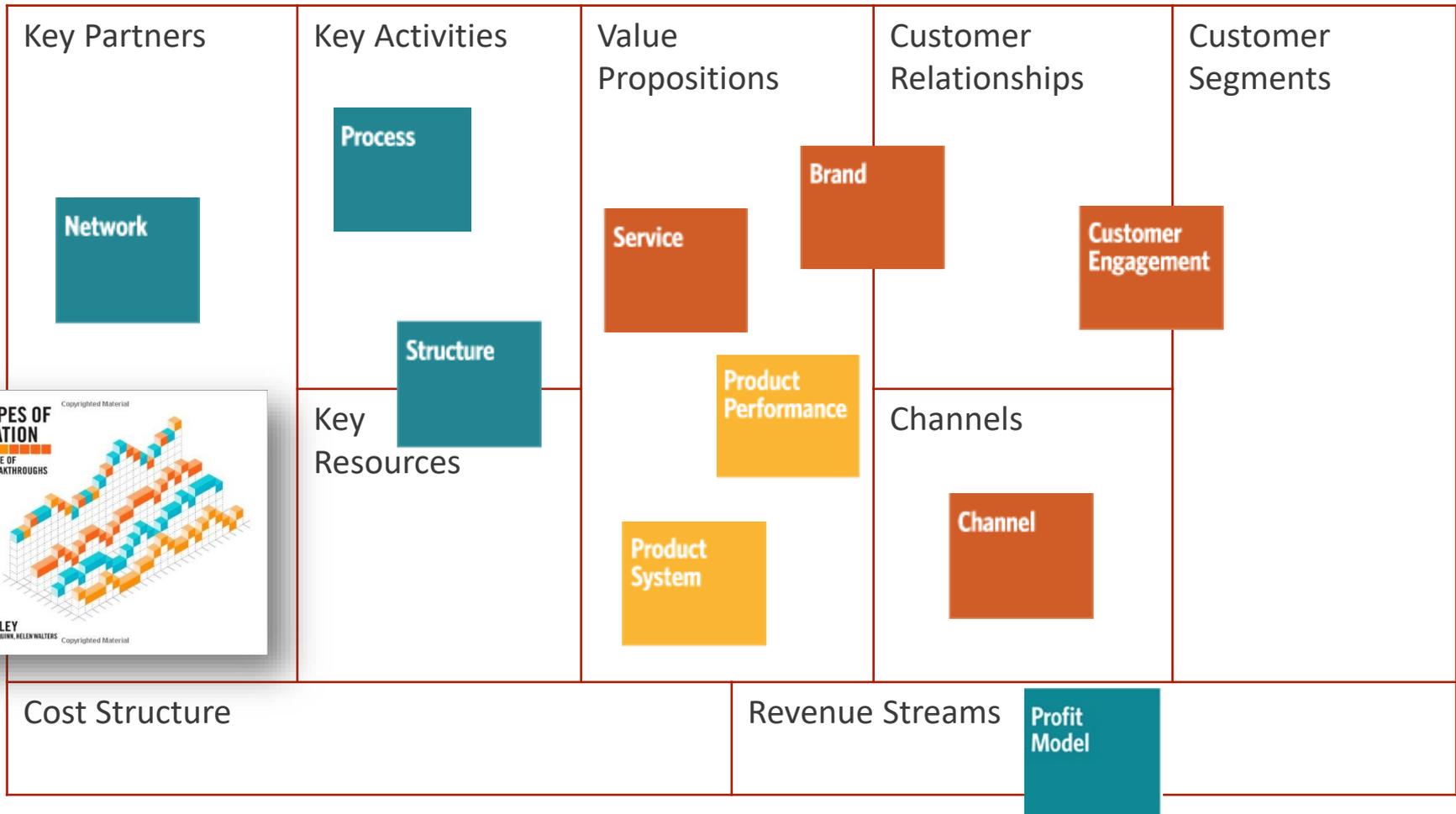
- There is usually uncertainty about the meaning of a whole series of specific design options and the importance of different features of a new product/service for the customer
- These questions are answered with a Market Test
- Possible formats could be implemented:
 - Rapid Prototyping (especially for service business ideas)
 - Market Test with customers (e.g. Focus groups, interviews)
 - Market Test with event character (tests at university campus, fairs, shopping malls, etc.)
- Feedback-Café (discussions in a small group)
- The final result is new more market-oriented business model



Innovative Business Model Design



Business Model Innovations

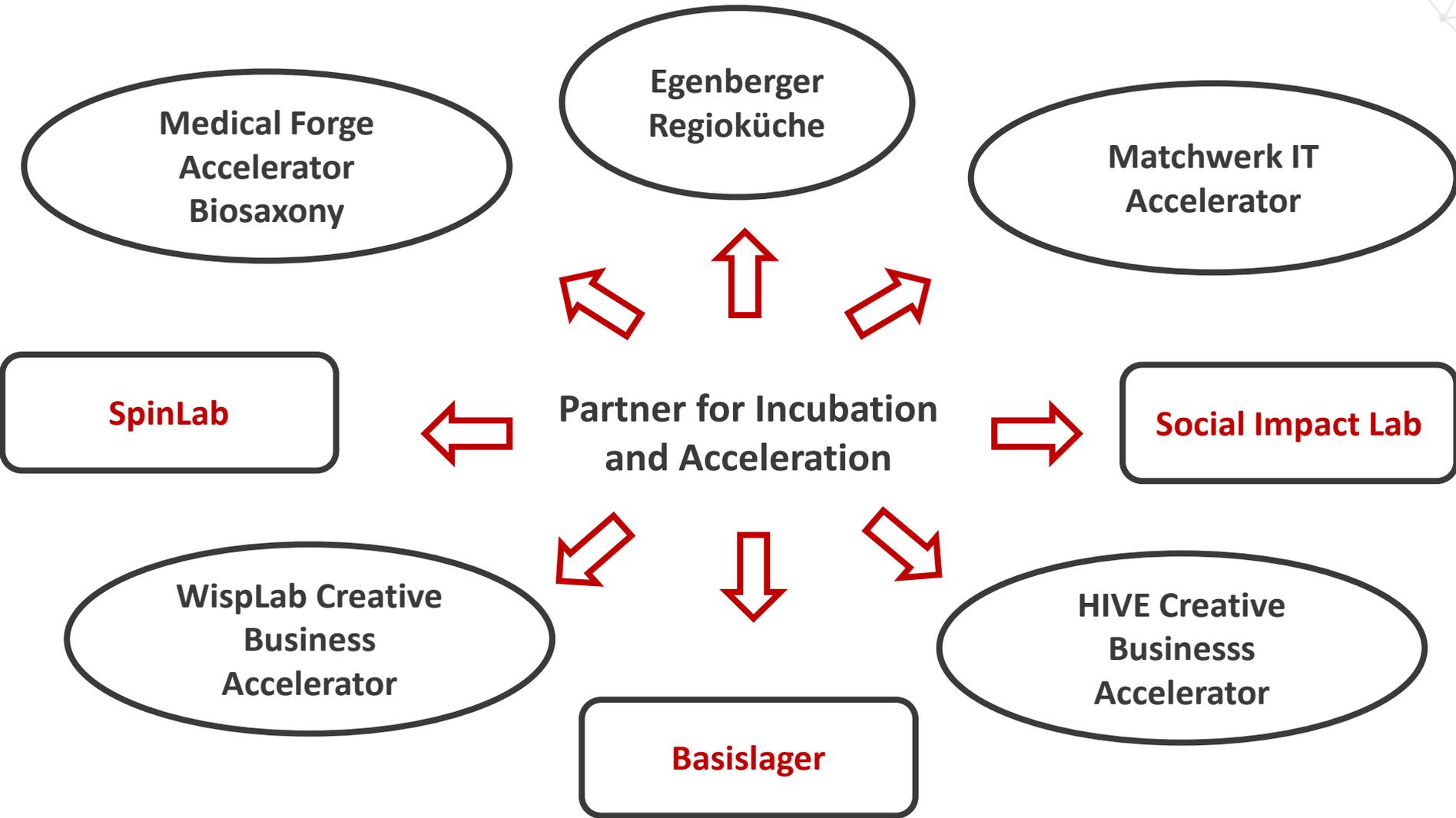


Access to Markets

- University can serve as first customer or can provide access to first customers
- University create publicity for start-ups via different events



Partner Network



SMILE at Gründerradar

Position of Leipzig University

- 2013: 2nd Place at knowledge-intensive start-ups creation in Germany
- 2016: 5th Place at start-ups creation in Germany, 1st non-technical university

	TECHNISCH	PUNKTE
GROSSE HOCHSCHULEN		
HOCHSCHULE MÜNCHEN	✓	2,5
KARLSRUHER INSTITUT FÜR TECHNOLOGIE (KIT)	✓	2,3
RWTH AACHEN	✓	2,3
TECHNISCHE UNIVERSITÄT MÜNCHEN	✓	2,3
UNIVERSITÄT LEIPZIG		2,3

More than 600
Start-ups
supported

Target per year:
30 Start-ups



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