

## POTSDAM TRANSFER NEWSLETTER NO. 1 2023



Central institution for start-ups, innovation, and the transfer of knowledge and technology at the University of Potsdam

### Award of the Transfer Prize and the Guido Reger Founder Prize

At the New Year's reception of the President of the University of Potsdam Prof. Oliver Günther, Ph.D., Potsdam Transfer and UP Transfer GmbH honoured the diverse and outstanding transfer activities of Prof. Dr.-Ing. habil. Ulrike Lucke, Professor for [Complex Multimedia Application Architectures](#) at the University of Potsdam with the Transfer Award 2023.

This year's Guido Reger Founder Award is granted to the EXIST-supported start-up team „memodio“ for developing their app „memodio“ to improve the quality of life of people suffering from forgetfulness and other cognitive impairments. Congratulations!



Photo: Schilling, Potsdam Transfer, Prof. Dr. Sascha Thormann, Prof. Lucke, Dr. Andreas Böhlen

### University of Potsdam in 3rd Place in Stifterverband Start-Up Ranking

In the current „Gründungsradar“, the Germany-wide start-up ranking of the Stifterverband für die Deutsche Wissenschaft, the University of Potsdam once again took 3rd place. The result shows that the University of Potsdam, with its excellent and holistic transfer structures, has developed into one of the best start-up universities in Germany. We are very pleased and motivated by this!

The start-up radar has been conducted since 2012 by the Stifterverband in cooperation with the Federal Ministry for Economic Affairs and Climate Protection. For the first time, the set of indicators was expanded to include questions on the topic of sustainability and its integration into start-up support.



Photo: Tobias Hopfgarten

### Making Applied Research Visible

Ideas and solutions with great potential for business and society are created at the University of Potsdam - provided that the research results are visible and suitable cooperation partners can be found. We at Potsdam Transfer ensure that applied research projects are more easily noticed beyond the university and do not disappear into drawers. As a center for start-up, innovation, knowledge and technology transfer, we present applied research projects in [technology profiles](#) and thus facilitate the search for partners to bring them into application or to develop them further together.

Dr. Ute Rzeha and Dr. Ferenc Liebzig are the contacts if you would like to present your project in a technology profile. In case of a concrete search for cooperation partners, cluster managers of the Wirtschaftsförderung Land Brandenburg GmbH (WFBB) forward the profiles directly to interested companies. The profiles are also published on the Potsdam Transfer website and can thus be viewed by business stakeholders.

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## Upcoming Events & Workshops

March 24, 2023 Online-Seminar – Transfer Breakfast „Funding of Research Projects at Universities and Research Institutes“

10-11:30 | German | for scientists | online via Zoom

In the next edition, our guests Alexandra Bender, Projektträger Jülich as well as Dajana Pefestorff, Wirtschaftsförderung Land Brandenburg GmbH (WFBB), will inform about funding opportunities of the federal government and the EU for application-oriented research projects. Afterwards, there will be an opportunity to exchange ideas with the speakers and to ask questions about your own project.

[Registration](#) until 20.03.2023



Photo: Engin Akyurt auf Pixabay

March 24 – 27th 2023 International Entrepreneurship Lab, Kristiania, Oslo

Kick-Off March 16th (online)

At this workshop you will meet researchers and students from Kristiania University College and University of Potsdam to innovate together.

The four days' workshop will be a booster for your personal network and will give you insights into how to use the creative method Design Thinking to develop business models. You will work in interdisciplinary teams on concrete start-up or spin-off ideas from academia, learn how to understand customer problems and develop solutions. Registration: [Sign up here](#).



Picture: Kristiania University College

April 21th, 2023 How to Transfer – Successfully Approaching a Company

10-14:00 | German | for scientists | House 10, Campus Golm

In „How to TRANSFER – successfully approaching a company“ you will present your own understanding of knowledge and technology transfer in the LEGO® SERIOUS PLAY® method and extend it to that of companies. Recapitulate together with us the core elements of transfer and get to know the perspective of companies. Our four-hour workshop at the TRANSFER INFORMATION POINT (TIP) will literally build bridges between science and business.

[Click here to register](#) by 14.04.2023



Picture: iStock.com/pixelliebe

April 26th 2023 Startup Story Night: FUCK-UP STORIES

6:00 p.m. | German | House 6, Campus Griebnitzsee

For start-ups, students, and anyone interested in founding a company, Potsdam Transfer regularly hosts the Startup Story Night. As a highlight of the event, experienced founders from the Berlin/Brandenburg area provide exclusive insights into their personal start-up experiences and report on the hurdles they had to overcome and the successes they had to celebrate.

[Click here](#) for more information!



Photo: Potsdam Transfer

April 28th, 2023 Online Seminar - Transfer Breakfast: Research Funding with ZIM, BIG and VIP+

10 to 11:30 a.m. | German | for scientists/entrepreneurs | online via Zoom

There are various funding opportunities for application-oriented research projects at the federal and state level. In the upcoming Transfer Frühstück, Dr. Ferenc Liebzig from Potsdam Transfer will take a closer look at the funding opportunities VIP + (BMBF), ZIM (BMWK) and BIG (MWAE) and give helpful tips for the application process.

[Click here](#) to register until 24.04.2023



Photo: Engin Akyurt auf Pixabay

May 4th 2023 Science Slam of the University of Potsdam

8:00 p.m. | German | Waschhaus Potsdam

The University of Potsdam and the Waschhaus Potsdam bring science to the stage!

Scientists present short and entertaining news from their research. Whoever does it best will be chosen as the winner by the audience. Biologist Bryan Nowack, himself a successful slammer, will moderate the event.

Advance booking: 12,00 € / reduced 8,00 € (plus fee)

Box office: €12,00 / reduced €8,00

[Click here](#) for tickets



Picture: ZIM | Multimediaproduktion

May 6th 2023 Potsdam Science Day

1 to 7:30 p.m. | University of Potsdam, Campus Griebnitzsee

On May 6, 2023, proWissen Potsdam e.V. invites you to [Potsdam Science Day](#) for the tenth time, this time hosted by the University of Potsdam. At the Griebnitzsee campus, more than 30 universities, schools and research institutions in Brandenburg will provide insight into their work. Potsdam Transfer will be there!

Climbing as a therapy against scoliosis, reading promotion in elementary schools, tuna on a plant basis - learn from the scientists at our joint booth how research at the University of Potsdam leads to practical applications that facilitate and improve our everyday lives.



Picture: proWissen e.V.

May 12th 2023 FromLab2Net - Exchange & Networking for Scientists

Universität Potsdam, Campus Golm

A look into the laboratories of the research groups of the UP: [From Lab2Net](#) gives young scientists the opportunity to present their research area and to network and exchange with other researchers of the UP.

The goal is to gain insights into the research of other research groups, to present needs and to raise questions that lead to innovative approaches via new perspectives.

Are you interested in presenting your research area? Then write an e-mail to Dr. Ferenc Liebzig, e-mail: [ferenc.liebig.1@uni-potsdam.de](mailto:ferenc.liebig.1@uni-potsdam.de)



Picture: iStock.com/jkryannikovgmail.com

May 31st 2023 „It's a Match“ Matching Day of the University of Potsdam

9 to 17:00 | German | online via B2Match platform

Under the motto „It's a Match!“, the great Matching Day of the University of Potsdam will start its fifth round in the summer semester of 2023. Regional employers will get to know students, graduates, doctoral candidates and postdocs of our university from all departments and will have the opportunity to present themselves at the University of Potsdam.

For more information and to register [click here!](#)



Picture: Sophie Jacobs Partnerkreis Industrie & Wirtschaft

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### Imprint

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