

NEWSLETTER NO. 2 POTSDAM TRANSFER JUNE, 2023

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

News from the Transfer Area of the UP

Ordinary Seafood Nominated for Brandenburg Innovation Award

The start-up Ordinary Seafood, supported by Potsdam Transfer, has been nominated for the [Brandenburg Innovation Award 2023](#) with its plant-based fish and seafood alternatives.

Funded by the EXIST start-up grant, the team develops healthy and sustainable substitutes for seafood and fish based on peas and lentils. With their vegan products, the Gründer:innen set an example against the massive overfishing and destruction of marine ecosystems by large-scale fishing.

On June 29, 2023, the Brandenburg Innovation Award will be presented at the 1st Start Cluster Conference - Sustainable Production.

The entire Potsdam Transfer team is keeping its fingers crossed!



Photo: Ordinary Seafood

Two Winners at Once of the Brandenburg Science Slam in Velten

Together with the Presence offices of the Brandenburg universities, Dr. Manja Schüle, Minister for Science, Research and Culture of the State of Brandenburg as patron under the motto „Clear the stage for science!“ brings again this year science made in Brandenburg directly into the regions. On June 2, 2023 researchers competed in the 2nd Brandenburg Science Slam at the Velten Communication Center.

This year, there were two winners: Anton Evdokimov from the Brandenburg University of Technology Cottbus-Senftenberg and Dr. Hans-Georg Müller, University of Potsdam, were chosen as the winners by the approximately 80 participants with the same number of points. In Schwedt, Thoralf Dietrich, a doctoral student at UP, took first place. Already on May 12, Corvin Drößler, student teacher at UP, won the audience in Neuruppin and won the first victory for the University of Potsdam in the competition of sciences. Congratulations!

The event was organized by the [Presence Office O-H-V | Velten](#) of the University of Potsdam and the Brandenburg University of Technology. On June 16, 2023 there will be another Brandenburg Science Slam in Spremberg.

[Further information can be found here!](#)



Photo: Dani Hirsch, Presence Office Prignitz, (from left to right): Britta Fiedler (PS), Dr. Hans-Georg Müller (UP), Anton Evdokimov (BTU), Mareen Curran (PS), Susanne Zamecki (City of Velten).



Potsdam Transfer in Exchange with Business- and Project Promoters and Partners at the Kick-Off Event of the Brandenburg Eu Structural Funds

„Fit for change - strengthen competences, create perspectives“ - this was the motto of the joint kick-off event of the EU Structural Funds ERDF, JTF and ESF+ for the funding period 2021-2027 on May 24, 2023 in the Art and Culture Quarter Schiffbauergasse Potsdam.

At the beginning of the event, Economics Minister Prof. Dr. Jörg Steinbach visited the Potsdam Transfer stand to find out about current activities in the field of knowledge and technology transfer (KTT) at the University of Potsdam.

We would like to thank the Ministry of Economic Affairs, Labour and Energy (MWAE) for organising the event and for giving us the opportunity to network with other players in Brandenburg's funding landscape.

[More information on the EU structural funds and funding priorities of the state of Brandenburg can be found here!](#)



Photo: Kerstin Schweigel (from left to right): Prof. Dr.-Ing. Jörg Steinbach, Wirtschaftsminister, Susanne Schilling, Ute Rzeha, Nicole Remus-Stöcken, Potsdam Transfer

Water – Our Most Precious Resource: Ewp Guided Tour of Nedlitz Waterworks

Organized by Potsdam Transfer, on May 23, 2023, Luise Schubert, responsible for the Department of Energy & Water Management, guided scientists from different working groups through the different areas of the Nedlitz waterworks, from the wells to the filter systems, and explained the special features, capacities and supply areas of the Potsdam waterworks. In the discussions, many points of connection could be found, which not only put the focus on technological challenges, but also on the transfer of society.

We are pleased about the first steps and hope that more will follow for a successful cooperation. In particular, the water treatment in connection with the new drinking water ordinance and the resulting need to improve filter systems of filtration plants will certainly be a topic, but also the sensitization of water in society with regard to drought, consumption and importance.



Photo: Luise Schubert (from left to right): Dr. Marek Bekir, Dr. Ferenc Liebig, Dr. Matthias Hartleb, Prof. Dr. Andreas Taubert, Prof. Dr. Iiko Bald

Up Presents Innovative App ‚Voculus‘ at Leipzig Book Fair

With the [Voculus app](#), Dr Guido Nottbusch, Professor of Primary School Education/German, presented a tool for actively promoting the reading skills of pupils at the Leipzig Book Fair from 27 to 30 April 2023. Voculus is a reader for audio books and is currently being tested at selected schools. Reading competence is essentially based on reading fluency at word and sentence level, and only the automation of this fluency releases cognitive resources for higher comprehension processes. The app is a way to promote reading fluency through reading with an audio book and, in contrast to reading aloud in a class, it allows students to read the audio book at their own pace. The project, which is supported by Potsdam Transfer within the framework of [FoWiTec](#) „Promotion of Knowledge and Technology Transfer“, enables even weaker readers to read and understand books without assistance by automatically adjusting the reading speed, which contributes to improving equal opportunities and reading motivation.



Photo: M.Herink

Experiment Sets for Teaching from the UP at Didacta 2023

Vivid knowledge transfer in chemistry and biology lessons - the scientists Prof. Dr. Armitabh Banerji and Bryan Nowack presented the innovative experiment sets „Mendel in a Box“ & „boXperiment“ for science lessons at didacta, Europe's largest education fair.

Behind [boXperiment](#) are Prof. Dr. Armitabh Banerji and his team of chemistry didacticians and student teachers, who have set themselves the goal of experimentally and didactically preparing socially relevant current research topics from the field of science and technology for the classroom.

The biologist Bryan Nowack also works according to the motto „from the research laboratory into the classroom“. With Mendel in a Box, he has developed an experiment set to illustrate Mendel's theory of heredity for schoolchildren.

Potsdam Transfer's [trade fair service](#) supported the two researchers in organizing their trade fair appearance, but also through targeted trade fair training.



Photo: UP Knauer OVGU

Upcoming Events & Workshops

June 22, 2023 Workshop LUNCH & LEGO® SERIOUS PLAY® | 10 a.m. | Fraunhofer IZI-BB, Seminar Room, Am Mühlberg 13, 14476 Potsdam | English

Especially for PhD students and Post Docs from the natural sciences, Potsdam Transfer organizes the workshop „LUNCH & LEGO® SERIOUS PLAY®“ on June 22nd at Fraunhofer IZI BB, Campus Golm.

Participants will learn about the Lego® Serious Play® method, visualize their research and develop new ideas for their projects.

Registration until June 15, 2023 via e-mail to Anita Knappe (knappe@uni-potsdam.de). [For more information click here!](#)



Image: Potsdam Transfer

June 23, 2023 Workshop Transfer Breakfast „Good science communication - what does it depend on?“ 9:30 a.m. to 3:00 p.m. | Potsdam Campus Golm, House 29, Room 0.25 | German

How can research topics be communicated in an exciting, understandable and entertaining way so that science is comprehensible for everyone? How is it possible to present one's research project in a popular scientific way in addition to one's own scientific work? Experts from the initiative [Wissenschaft im Dialog \(WiD\)](#) will provide insights into the methods and formats for successful science communication tailored to the target group at the upcoming transfer breakfast of @Potsdam Transfer.

[Click here to register!](#)



Image: Gerd Altmann auf Pixabay

June 28, 2023 Startup Story Night „Food Startups“ | 6:00 p.m. | University of Potsdam, Campus II - Golm, House 29 | English

Dear startup teams, people interested in startups, entrepreneurs:inside and network partners, in the June issue of SSN, we will be focusing on the most beautiful thing in the world: food! In addition to an exclusive keynote, there will again be a short speed-pitching session. Here we give startups the opportunity to present their company in five minutes and to answer your questions. Afterwards, we invite you to Open Networking and to exchange ideas, network and simply enjoy the evening.

[Click here to register!](#)



Image: Potsdam Transfer

July 4, 2023 Startup Basics - Lean Analytics | 4:00 p.m. | Online | German

This online workshop introduces the best practice methodologies of metrics-based business modeling. How to represent a business idea and the mechanics of a business model using metrics to assess key „sticking points“ as well as opportunities and risks? Participants:inside will learn how to easily analyze and optimize a business idea using metrics to become successful faster and with more focus.

[Click here for more information and registration!](#)

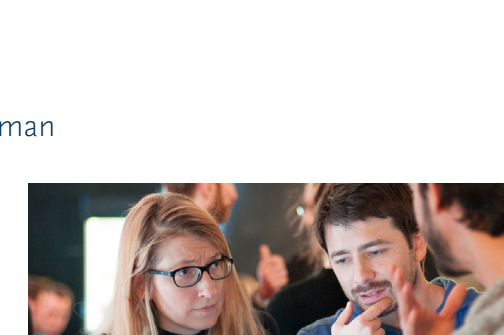


Photo: Uwe Seibt

July 12, 2023 How to: Know your Customer | 9 a.m. - 1 p.m. | Online | English

Want to start a business based on your research, but don't know how to get started? We have the tools you need! In this compact workshop, you will learn with Wieta Eichhorn (The Morph Company) how to identify your first customer groups and develop a customer journey to make it viable.

Registration deadline July 7! [Click here to register!](#)

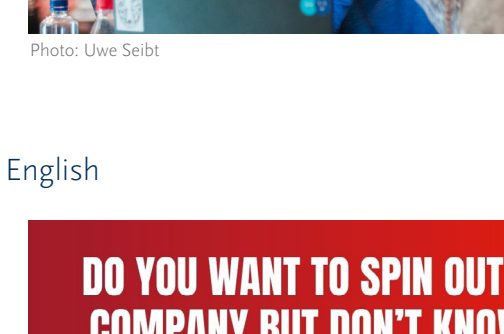


Image: Potsdam Transfer

July 13, 2023 2nd Golm Science Slam | 5:00 p.m. | Campus Golm, House 27 (Lecture Hall 1.001) | German

On July 13 it's that time again. Scientists of the Golm Campus will exchange the laboratory with our stage for one evening and slam - short, comprehensible and maximally entertaining - about their current research. The audience acts as a jury and chooses the slammer of the evening. At the subsequent aftershow party with free drinks and pretzels, the many newly acquired insights can be discussed.

[Click here to register!](#)

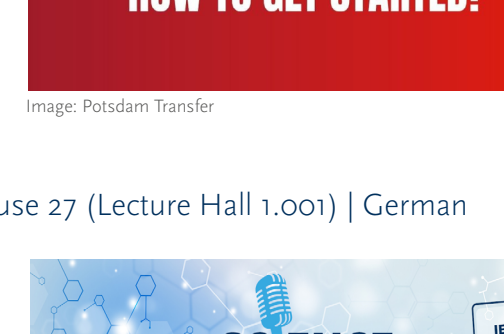


Image: ZIM | Multimediaproduktion

August 8-11, 2023 PEELx: Potsdam Entrepreneurship Experience Lab | 10 a.m. to 5 p.m. | Campus Griebnitzsee | English

Online Workshop Kick-off on August 2; 5:00 p.m. to 7:00 p.m.

In the 4-day workshop, you will have the opportunity to develop a research-based startup idea in an interdisciplinary team using design thinking and lean startup methods. You will also learn how to talk to customers, develop solutions and present ideas. No prior knowledge is necessary.

[For more information and the registration form as a participant click here!](#)

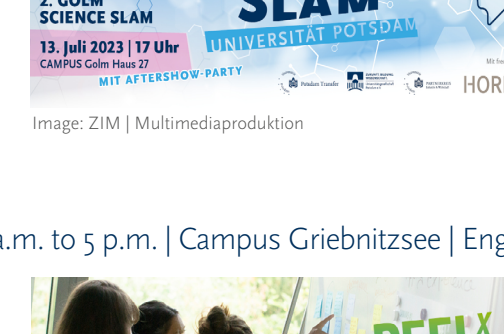


Image: Potsdam Transfer

September 8, 2023 How to FUTURIZE - Sustainable Project Development | 10-11:30 a.m. | Campus Golm | German

When applying for project funding, a presentation of the market potential and the economic risks is indispensable nowadays. Therefore, the event HOW TO FUTURIZE of the HOW TO-series focuses on the implementation of the project idea towards application including market analysis and milestones to achieve defined target criteria.

[Registration from 01.08.2023](#)



Image: Potsdam Transfer

September 29, 2023 Transfer breakfast „Startup@UP - from the idea to the spin-off“ | online | 10 to 11:30 a.m. | German

In this transfer breakfast issue, we present the EXIST funding program of the German Federal Ministry for Economic Affairs and Energy (BMWi) in detail. Nicole Remus-Sticken, start-up advisor of the Startup Service of the UP, gives helpful tips for the application process and informs about the comprehensive support for interested start-ups at Potsdam Transfer. Afterwards, there will be an opportunity to exchange ideas and ask questions about the EXIST Startup Grant and EXIST Research Transfer.

Registration from September 4 at: [transferfrühstück.potsdam-transfer.de](#)



Photo: Engin Akyurt auf Pixabay

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Issue No.2 06_2023